



August 2019

UDA

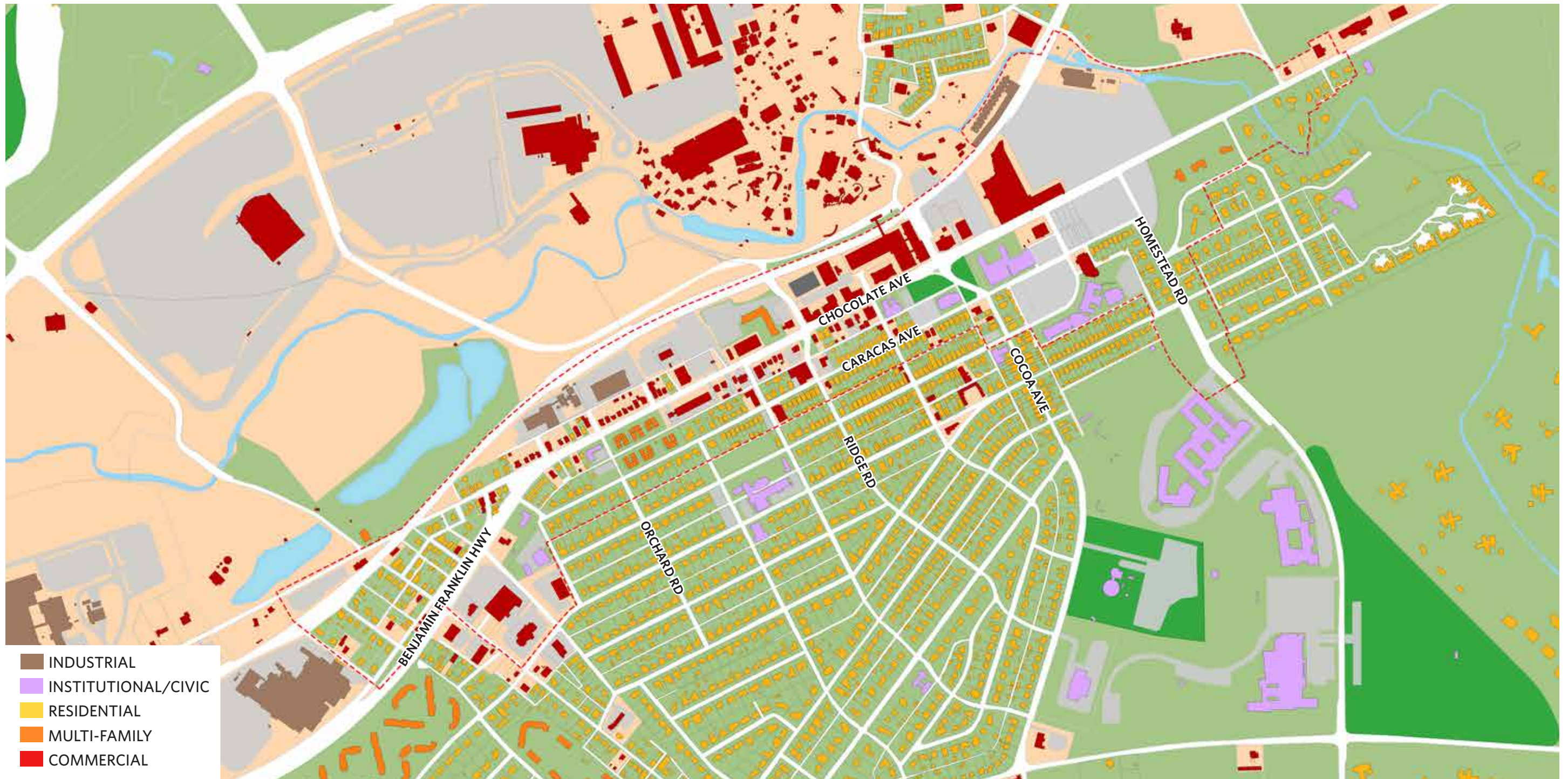
# DOWNTOWN HERSHEY ZONING RECOMMENDATIONS DRAFT

*Hershey, Pennsylvania*



**ANALYSIS**

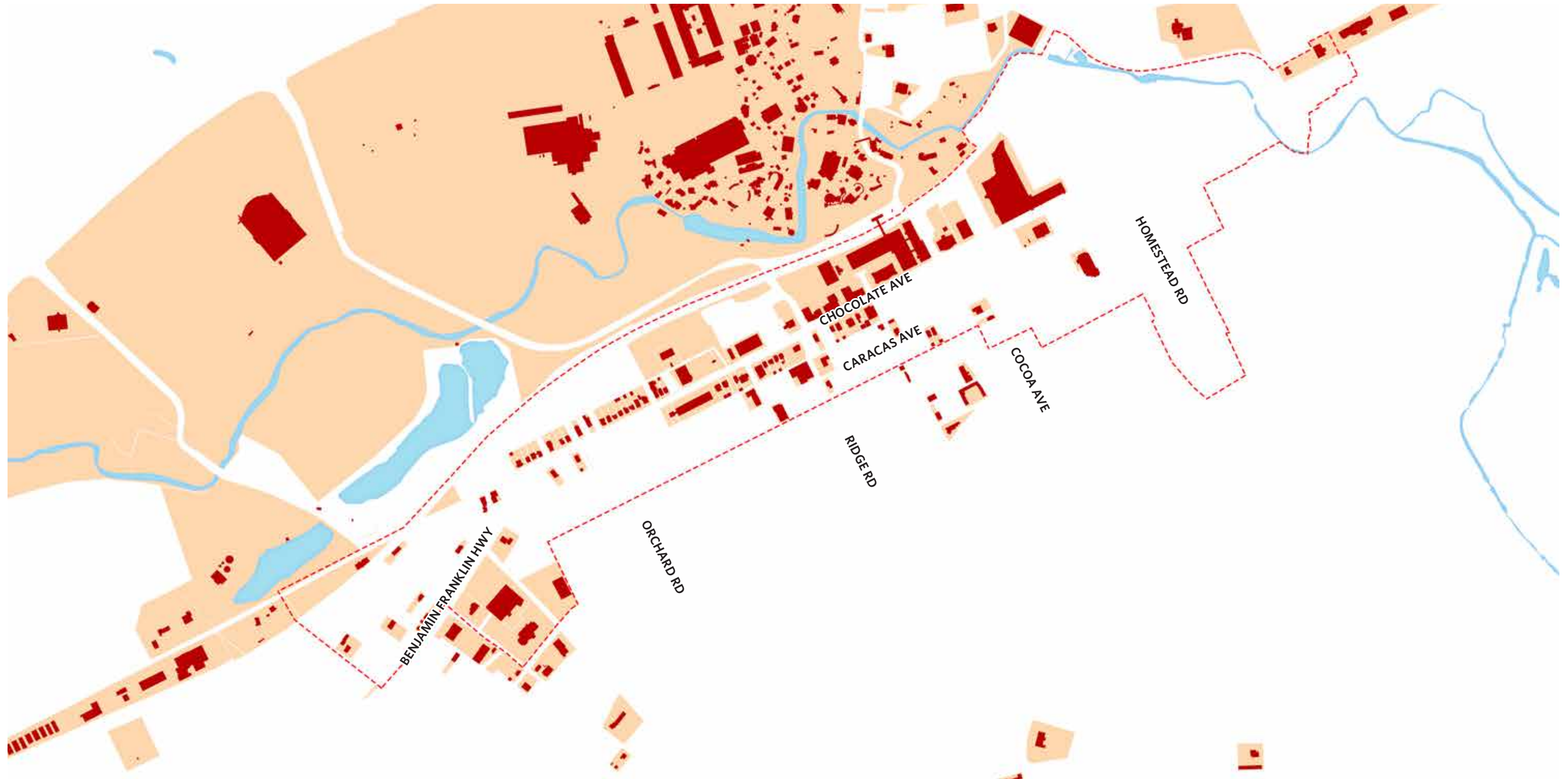
# EXISTING BUILDING & LAND USE



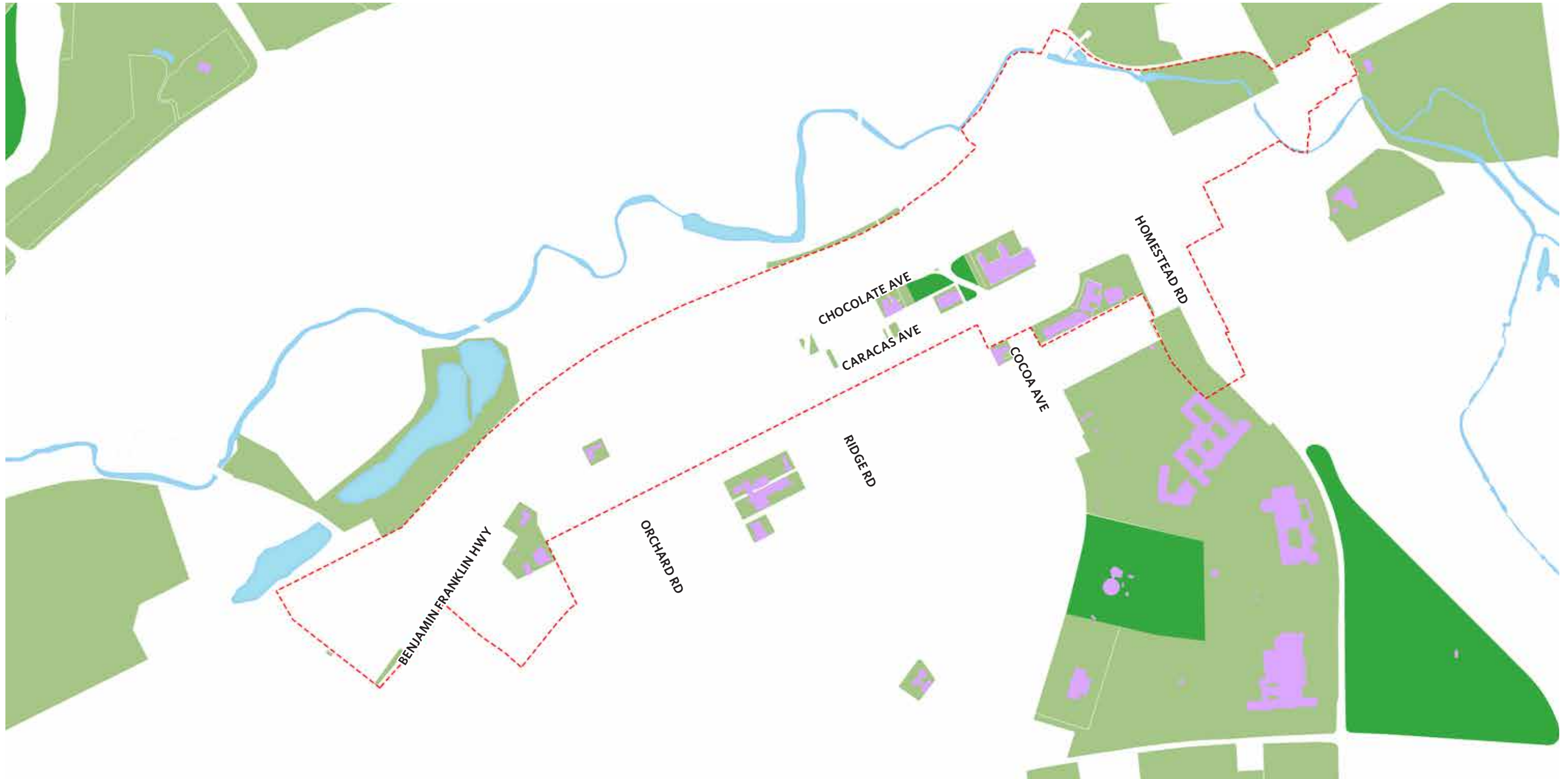
# RESIDENTIAL



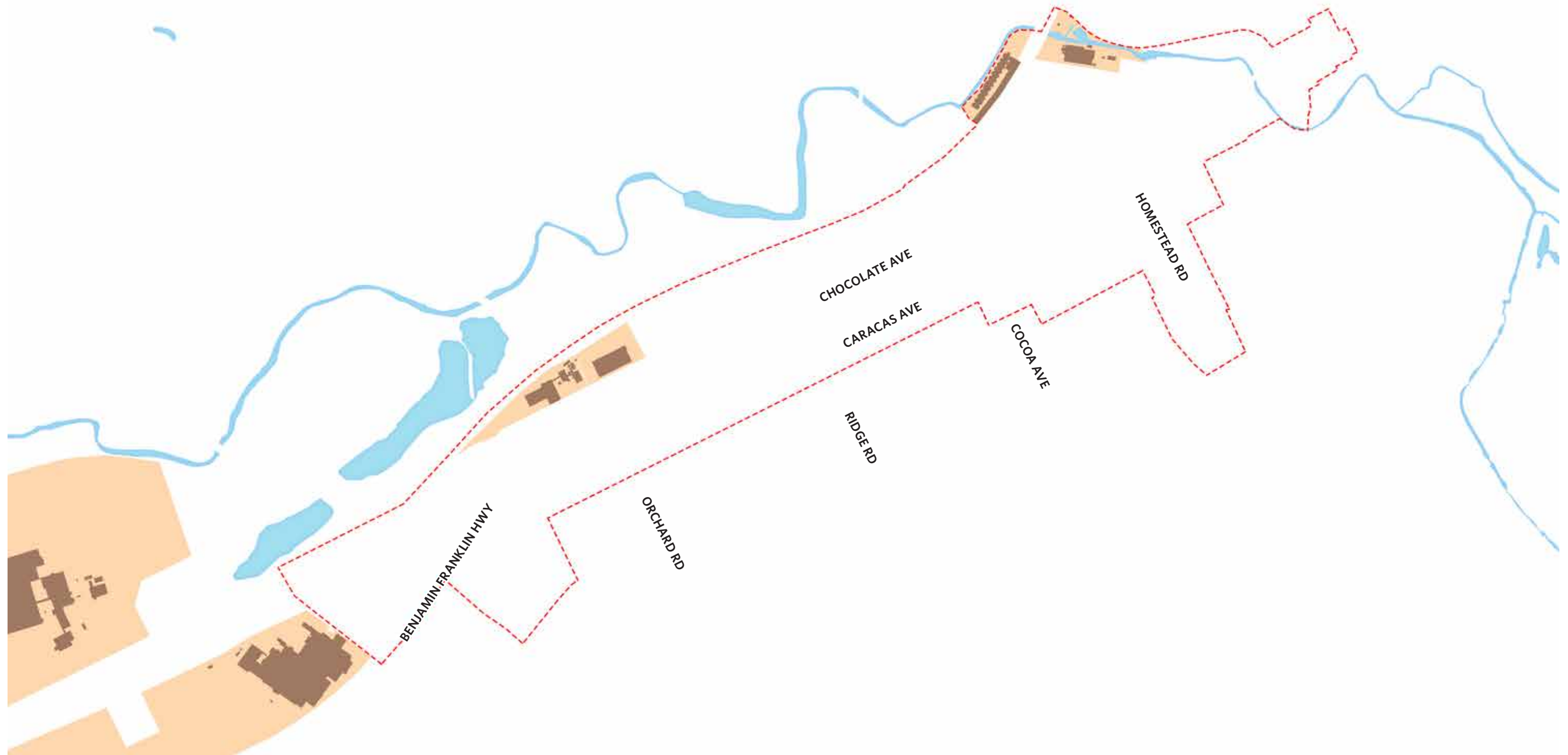
# COMMERCIAL



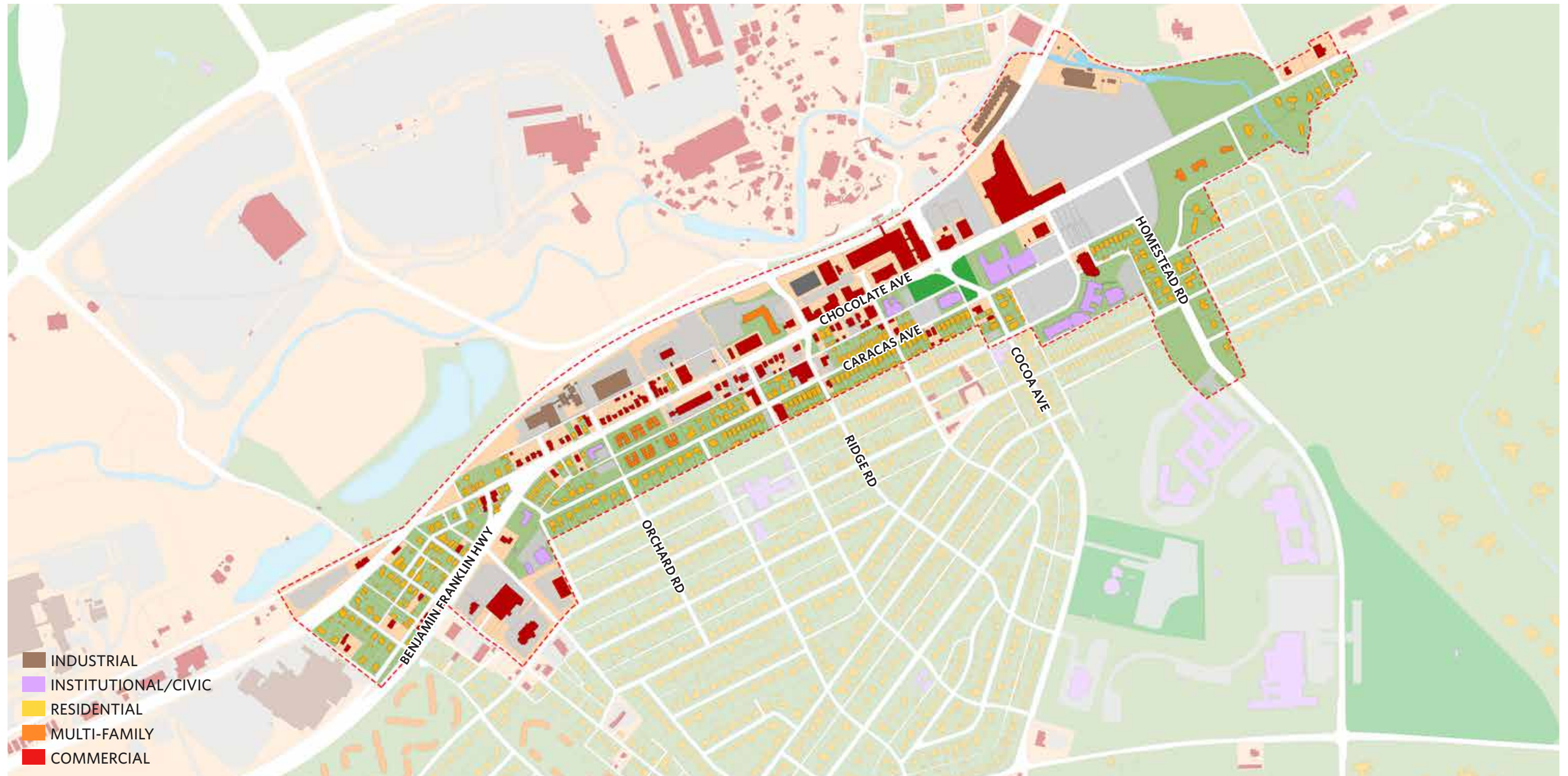
# OPEN SPACE AND INSTITUTIONS



# INDUSTRIAL



# EXISTING DOWNTOWN OVERLAY BUILDING & LAND USE





# EXISTING DOWNTOWN OVERLAY BUILDING & LAND USE



# COMMUNITY INPUT



# STRENGTHS



# STRENGTHS

- Small town feel
- Walkable and bikeable
- Historical architecture
- Local events and activities
- Parks and green space
- Street lights
- Engaged, friendly people
- Chocolate Ave. retail
- ChocolateTown Park
- Community services/businesses
- Bus stop by high-rise
- Theater
- Connectivity
- Pronio's
- New fire station
- Unique identity
- History
- Hershey Corporate office
- Slow residential traffic
- Giant Center draw

# WEAKNESSES



# WEAKNESSES

- Traffic and semis
- Streets difficult to cross
- Non-specific zoning
- Incompatible architecture
- Too many national retailers
- Too noisy at night
- Chocolate Ave. intersections
- Unsafe for biking
- Difficult to get to Hersheypark
- Sewer plant
- Lack of lighting
- Crosswalks and sidewalk state
- Rents and leases too expensive
- Underutilized buildings/spaces
- Diagonal back in-parking
- On-street parking locations
- Lack of service-oriented retail
- Staples, Tru hotel, and post office
- Lack of bus stops
- Influence of Hershey entities

# OPPORTUNITIES



# OPPORTUNITIES

- Affordable housing
- Enhance residential character
- The Hershey Theater area
- Trolley barn and lumber yard site
- Vacant building adaptive reuse
- Bring back a bowling alley
- Permit accessory dwelling units
- Arts, restaurants, and retail
- Improve transit and connectivity
- Improved streetscape
- Improved parks and amenities
- Parking, Homestead & Chocolate
- Staples parking lot
- Parking south of 14E
- Regulate building heights better
- Housing and events downtown
- Improve parking and alleys
- Silos



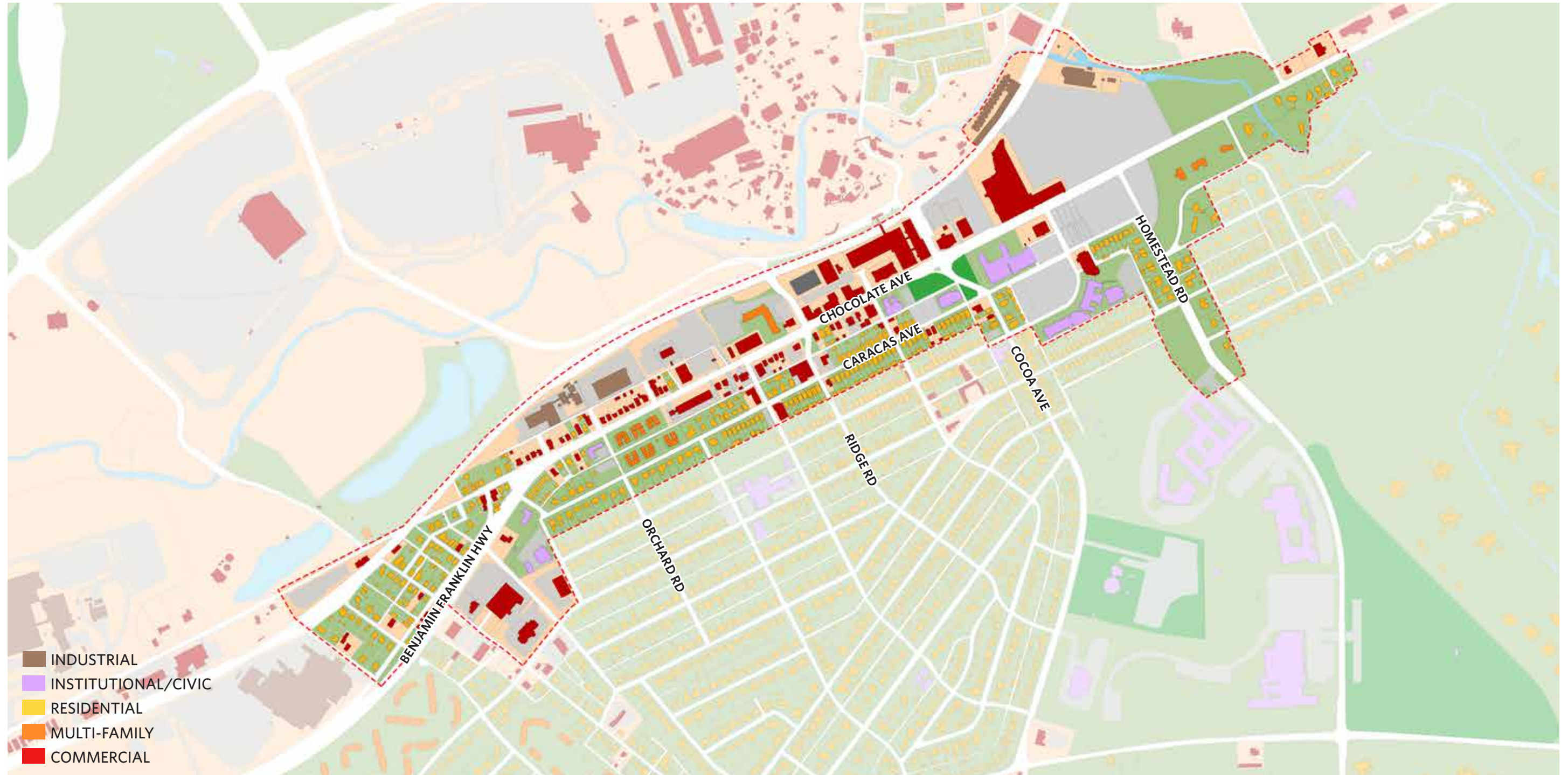
# STRENGTHS, WEAKNESSES, & OPPORTUNITIES



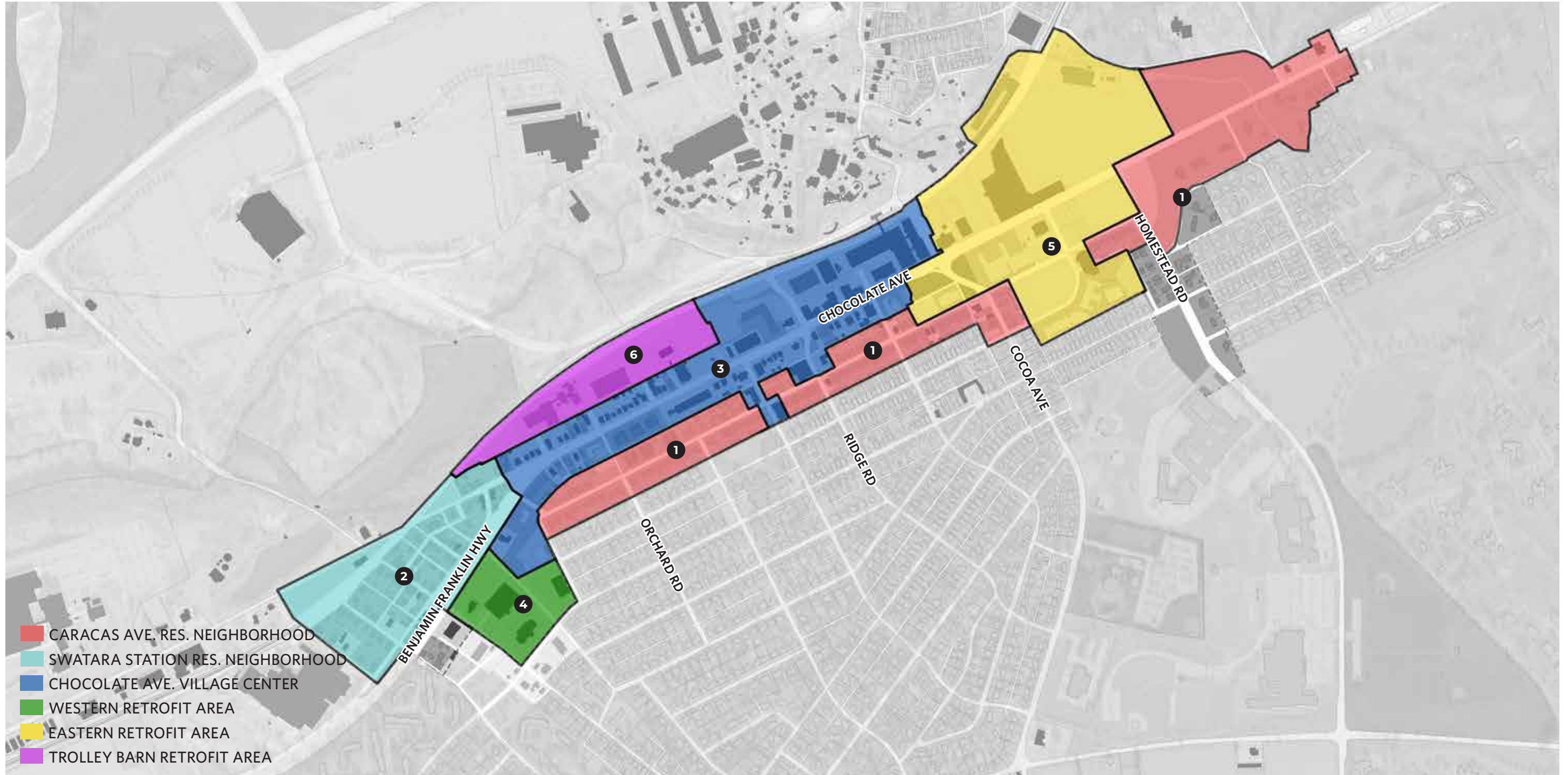


**RECOMMENDED ZONING ADJUSTMENTS**

# EXISTING DOWNTOWN OVERLAY BUILDING & LAND USE



# DOWNTOWN NEIGHBORHOODS



# 1. CARACAS AVENUE RESIDENTIAL NEIGHBORHOOD

- **Use:** Majority single family homes, some small multi-family buildings
- **Setbacks:** Typically 20', but ranges from 12' to 30'
- **Height:** Typically 2 stories, but ranges from 1 to 2.5 stories
- **Character:** Craftsman, Colonial, and Four Square style with front porches and alleys



## 2. SWATARA STATION RESIDENTIAL NEIGHBORHOOD

- **Use:** Majority single family homes, some small commercial buildings
- **Setbacks:** Typically 12', but ranges from 10' to 30'
- **Height:** Typically 2 stories, ranges from 1 to 3 stories
- **Character:** Craftsman, Colonial, and Foursquare styles with porches. Limited alleys, drives, and off-street parking



### 3. CHOCOLATE AVENUE VILLAGE CENTER

- **Use:** Mixed-Use, includes retail, restaurant, home-conversion, professional office, multi-family, hotel, museum, and municipal
- **Setbacks:** Ranges from 3' to 20'
- **Height:** Ranges from 1 to 11 stories, typically 2 to 4 stories
- **Character:** Eclectic, traditional and modern



## 4. WESTERN CHOCOLATE RETROFIT AREA

- **Use:** Large and small scale retail, hotel, and large parking lots
- **Setbacks:** Suburban in character, 12' to 200'
- **Height:** Ranges from 1 to 5 stories
- **Character:** Nondescript contemporary





## 5. EASTERN CHOCOLATE RETROFIT AREA

- **Use:** Large municipal, institutional, and office buildings with large parking lots
- **Setbacks:** Ranges from 8' to 50'
- **Height:** Ranges from 1.5 to 5 stories
- **Character:** Civic in nature, Neoclassical, Art Deco, and Contemporary

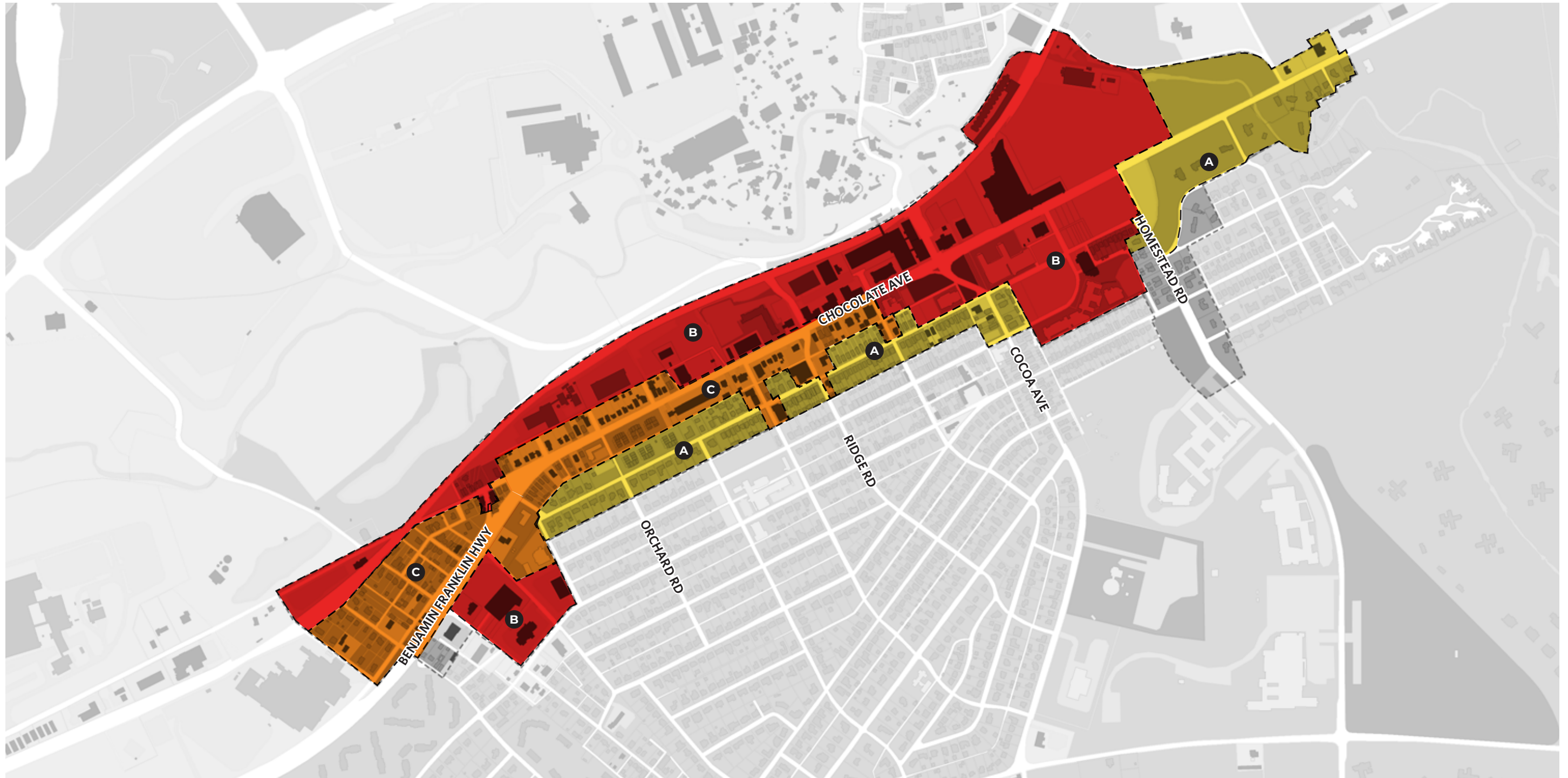


## 6. TROLLEY BARN AREA

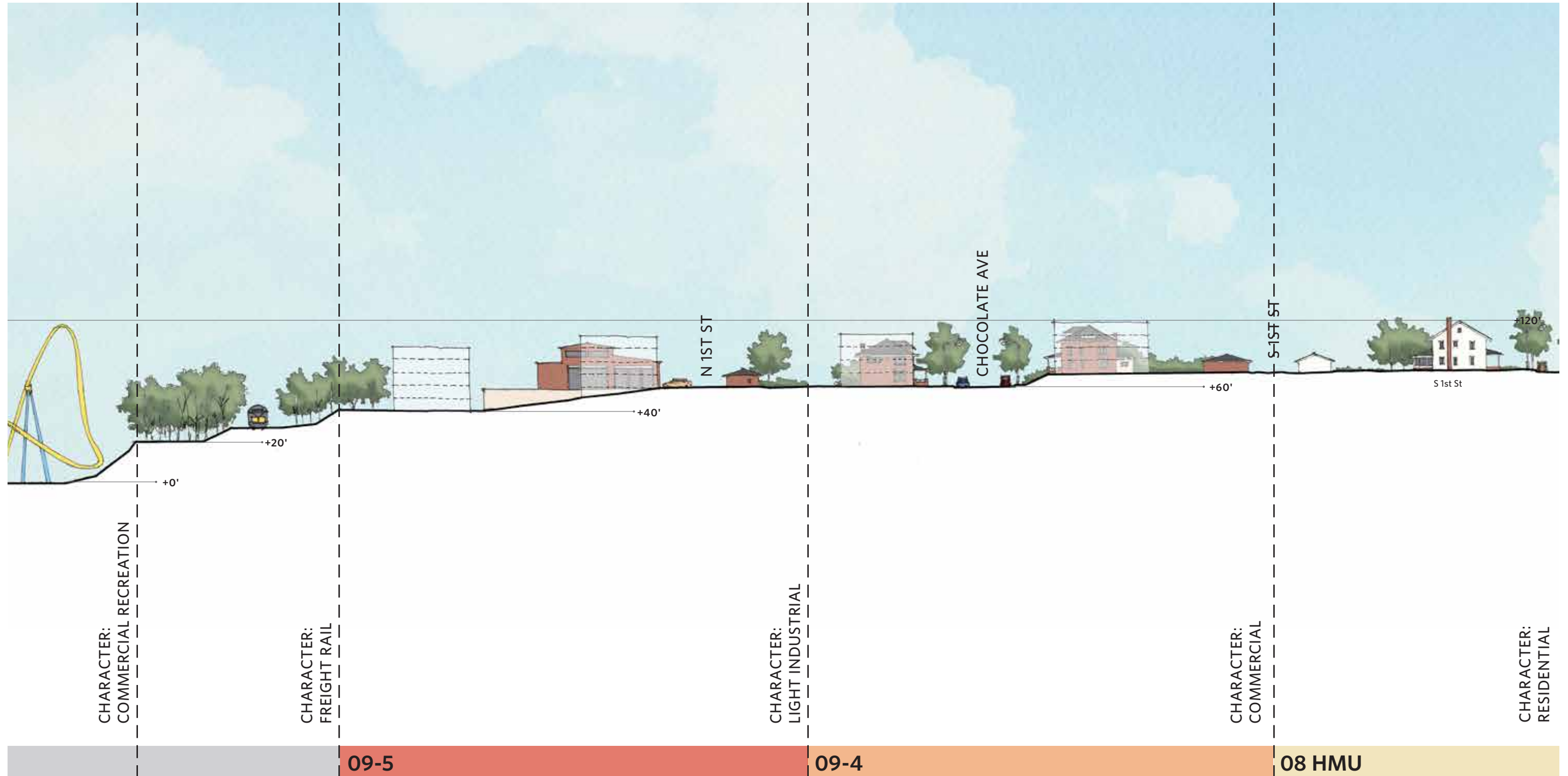
- **Use:** Industrial
- **Setbacks:** Accessed off narrow alleys
- **Height:** Tall single stories, but as much as 55' for some architectural elements
- **Architectural Character:** Warehouse, opportunities for adaptive reuse



# PROPOSED DOWNTOWN OVERLAY SUB-DISTRICTS



# HERSHEY DOWNTOWN TRANSECT DIAGRAM



# WHICH AREAS ARE SIMILAR?

- **A: Caracas Ave.**
  - Return to Hershey Mixed-Use Zoning District, however these areas will still be subject to the architectural standards
- **B: Western Retrofit, Eastern Retrofit, and Trolley Barn**
  - Underutilized properties, buildings, and parking lots
- **C: Chocolate Ave. Village Center & Swatara Station**
  - The commercial heart of Hershey

## **B. WESTERN AND EASTERN CHOCOLATE AVENUE, TROLLEY BARN AREA**

- Generally follows the prescriptions of Hershey Mixed Use 09
- **Alterations:**
  - Minimum Lot Width, 40' to 20' (townhouses & small businesses)
  - Principal Structure Height, 5 stories not to exceed 60' in height
  - Principal Structure Front Setback, 15' or the average prevailing setback on the same side of the block

# B. WESTERN AND EASTERN CHOCOLATE AVENUE, TROLLEY BARN AREA: CHARACTER



## **C. CHOCOLATE AVE. VILLAGE CENTER & SWATARA STATION**

- Generally follows the prescriptions of Hershey Mixed Use 09
- **Alterations:**
  - Minimum Lot Width, 40' to 20' (townhouses & small businesses)
  - Principal Structure Height, 4 stories not to exceed 50' in height
  - Principal Structure Front Setback, 15' or the average prevailing setback on the same side of the block

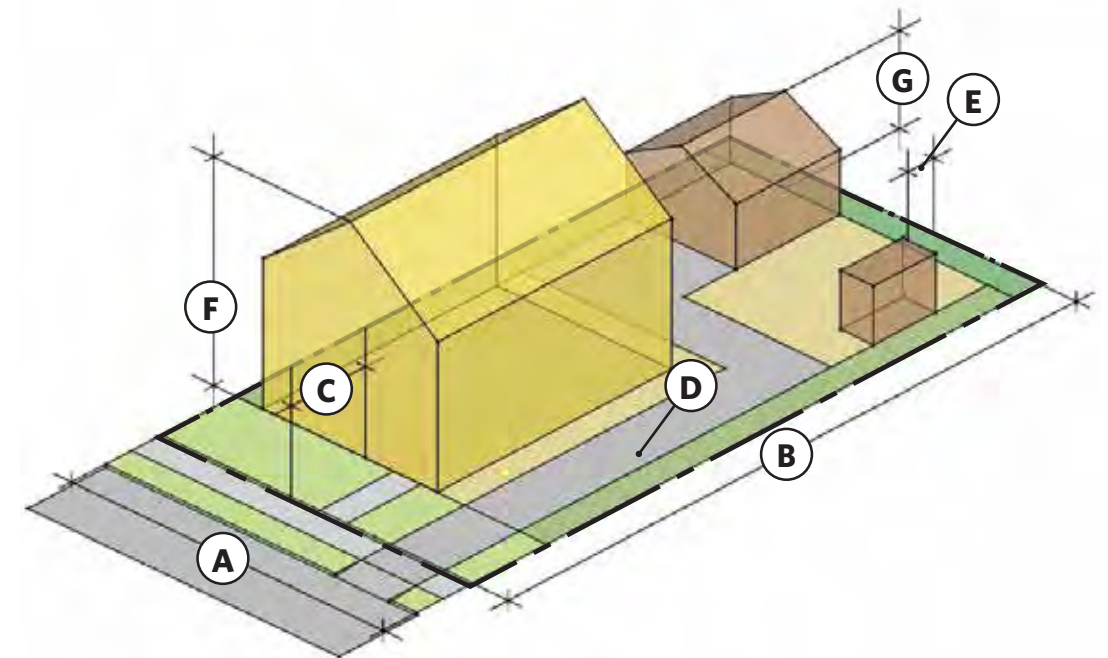


# C. CHOCOLATE AVE. VILLAGE CENTER & SWATARA STATION: CHARACTER



# TABLE 29, 225-315

Attribute		Hershey Mixed-Use	O9-4	O9-5
Lot Criteria	(A) Minimum Lot Width	40'	20'	20'
	(B) Minimum Lot Depth	100'	100'	100'
	Minimum Non-res. Lot Area	N/A	N/A	N/A
Principal Structure Setback	(C) Minimum Front Setback	20'	15' or the average prevailing setback on the same side of the block	15' or the average prevailing setback on the same side of the block
	(D) Minimum Side Setback	5'	5'	5'
	(E) Minimum Rear Setback	5'	5'	5'
Accessory Structure Setback	Minimum Front Setback	50'	50'	50'
	Minimum Side Setback	5'	5'	5'
	Minimum Rear Setback	5'	5'	5'
Height	(F) Principal Structure Maximum	35'	4 stories not to exceed 50' in height	5 stories not to exceed 60' in height
	(G) Accessory Structure Maximum	20'	20'	20'
Lot Coverage	Maximum Impervious Coverage	40%	85%	85%
	Minimum Vegetated Coverage	50%	5%	5%
Residential Density	SFDD/SFSD/TFDD	5 DU/NDA	7 DU/NDA	7 DU/NDA
	Apartments & Mixed-Use Buildings	8 DU/NDA	40 DU/NDA	49 DU/NDA



LOT DIMENSIONS DIAGRAM

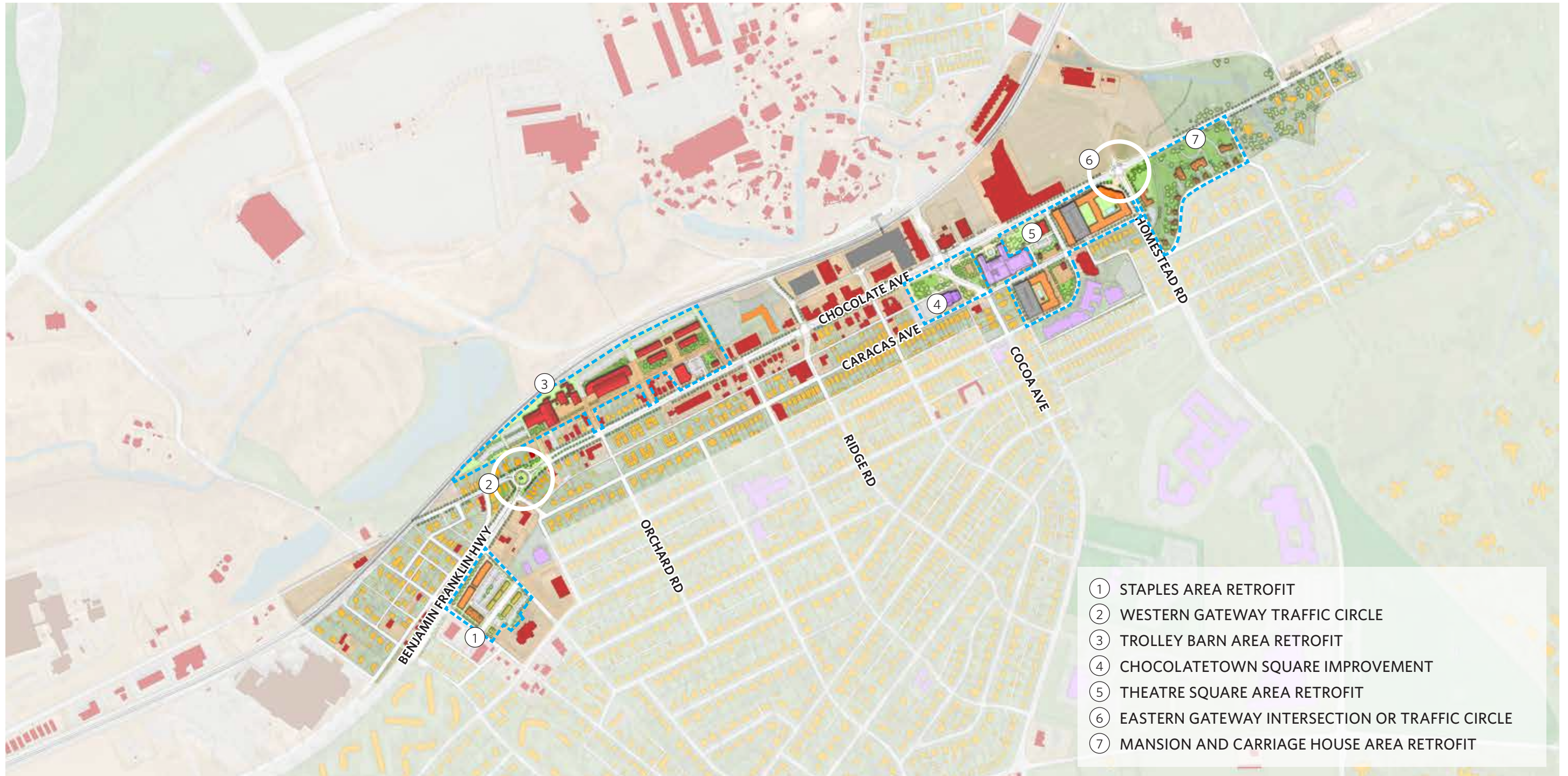
# POTENTIAL PARKING REVISIONS

- Additional Vehicular Parking Off-Street Standard:
  - Problem: First floor used for parking, resulting in dead frontage
  - Required minimum setback from the front property line is 30'
- Table 35:
  - Problem: finding enough room on small lots for parking houses converted to commercial uses
  - Retail, small scale: Downtown Core overlay district, 2 per first 1500 square feet of gross floor area, 1 per every additional 300 square feet of gross floor area. In all other districts, 1 per each 200 square feet of gross floor area. Shared parking may apply.



**STREET IMPROVEMENT STRATEGY**

# DOWNTOWN INITIATIVE AREA SKETCH PLAN



# WESTERN GATEWAY: EXISTING



- Difficult to head east onto Chocolate Ave. from Old Chocolate Ave.
- Long, slight curve encourages traffic to speed through the area
- Underutilized green space

# WESTERN GATEWAY: IMPROVED



- Resolves complicated turns from Old West Chocolate Avenue to the highway
- Slows traffic approaching the downtown district
- Opportunity for gateway signage

# EASTERN GATEWAY: EXISTING



- The high number of employees in the afternoon/morning can cause congestion at the intersection

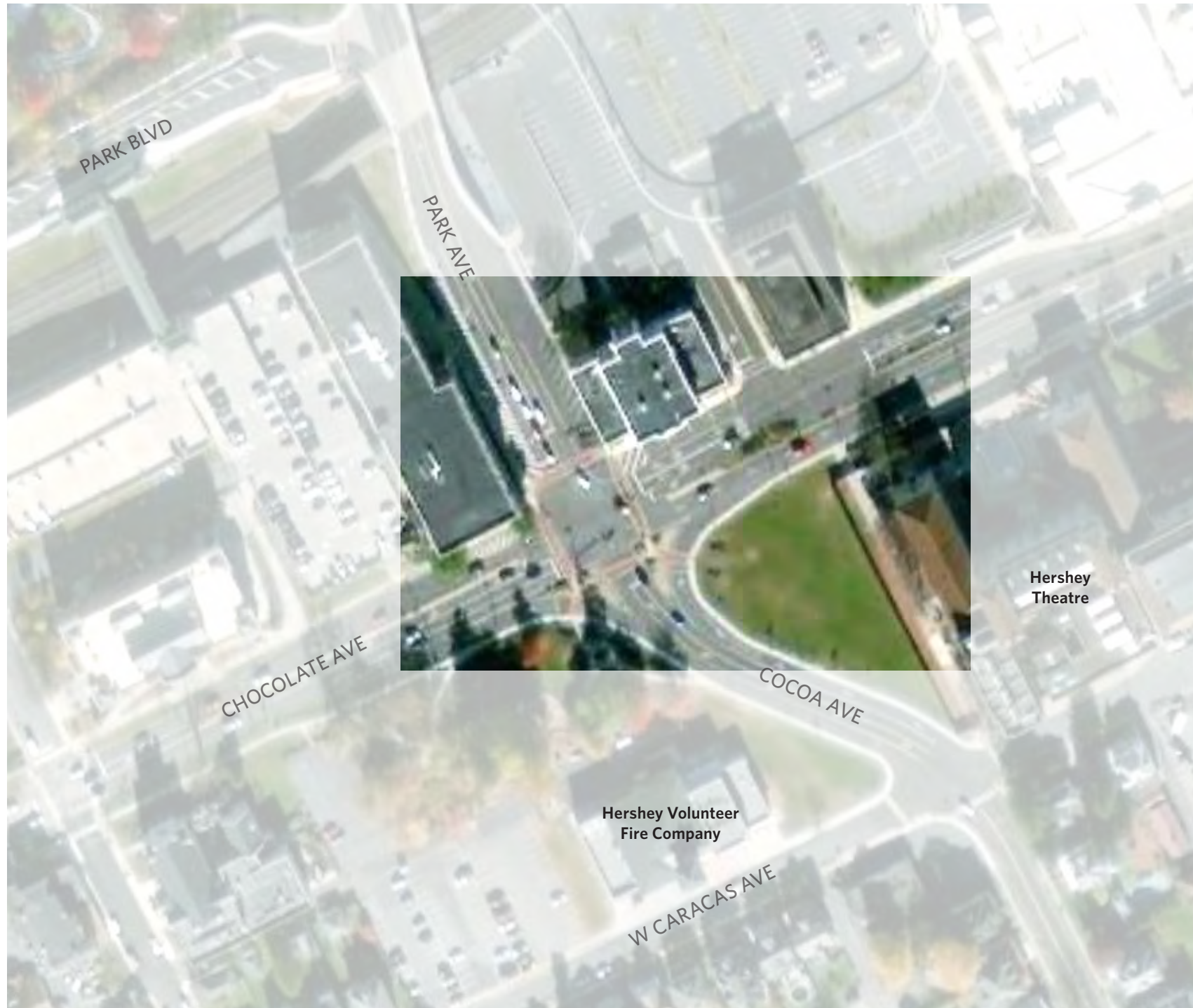


# EASTERN GATEWAY: IMPROVED



- Provides more efficient and appropriately-scaled access to parking for Hershey Company employees
- Signals the transition from rural highway to urban downtown

# CHOCOLATE/COCOA INTERSECTION: EXISTING



- Extremely large crossing distances across Chocolate Ave. and Cocoa Ave.
- Left turn slip lane from Hershey Company parking lot is complicated
- Back-in diagonal parking is not liked by residents

# CHOCOLATE/COCOA INTERSECTION: IMPROVED



- Extended bump-outs (if possible) to increase zone for pedestrians and decrease crossing distances
- Removed slip lane onto Chocolate Avenue from Hershey Company parking lot
- Diagonal parking along Park Ave. changed to parallel parking



**INITIATIVE AREA DEVELOPMENT CONCEPTS**

# STAPLES AREA: EXISTING



# STAPLES AREA: PROPOSED

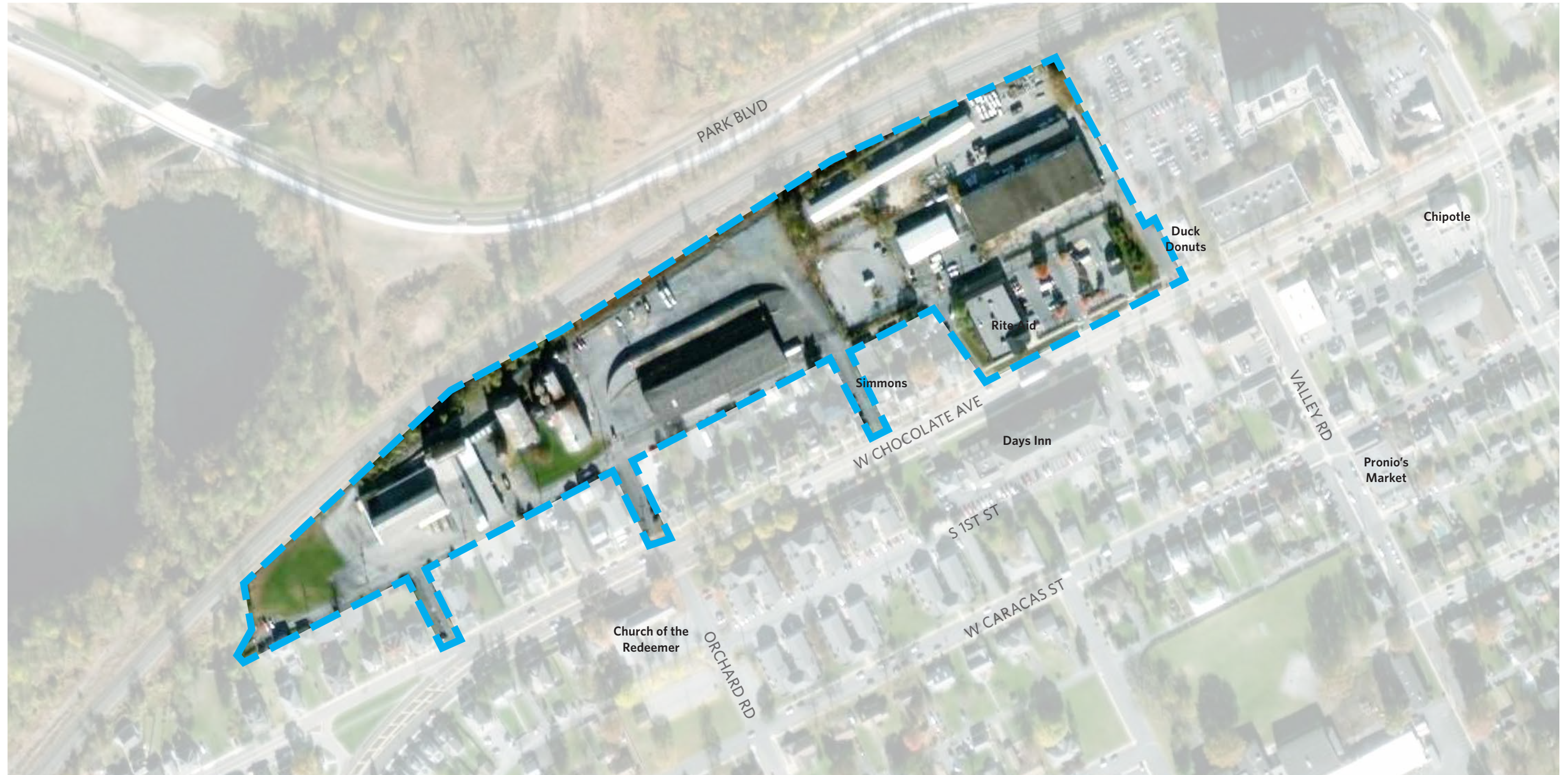


# STAPLES AREA: DEVELOPMENT QUANTITIES

- 48 Corridor MF. Units
- 46 Walk-up MF Units
- 24 Townhouse Units
- 27,000 SF of Retail
- 261 Parking Spaces  
(assumed 1.5 spaces/unit for MF, and utilized the shared parking ratio)



# TROLLEY BARN AREA: EXISTING





# TROLLEY BARN AREA: PROPOSED



# TROLLEY BARN AREA: PRECEDENTS







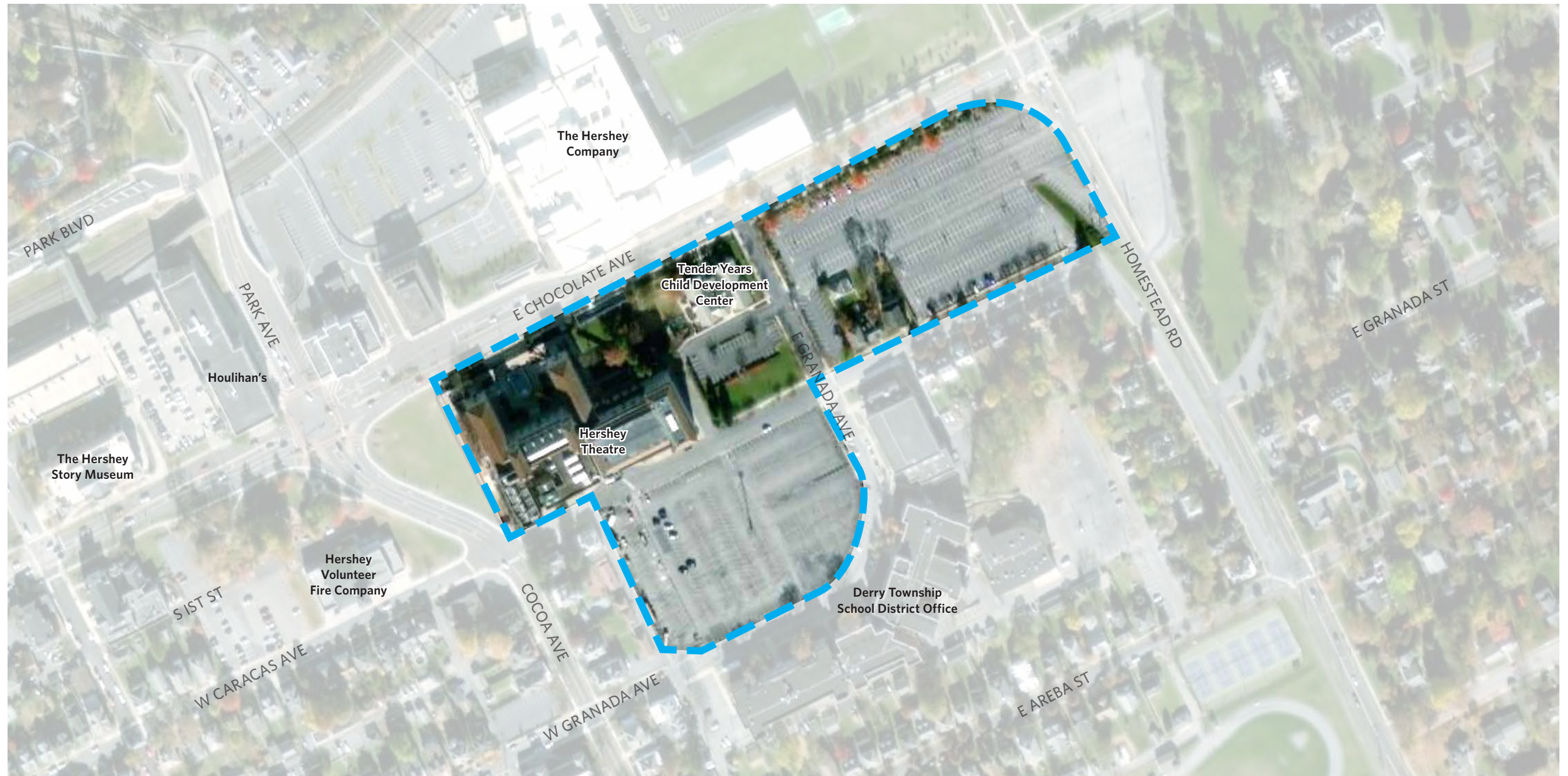
# CHOCOLATETOWN SQUARE: EXISTING



# CHOCOLATETOWN SQUARE: PROPOSED



# THEATER SQUARE: EXISTING



# THEATER SQUARE: PROPOSED





# THEATER SQUARE: DEVELOPMENT QUANTITIES

- 406 MF Units
  - 130 in Bldg. 1
  - 320 in Bldg. 2
- 1,160 Parking Spaces
  - 580 in each garage
- Excess parking to be utilized by Hershey Company, School District, Theater, and the Hershey Community Center reuse





# HERSHEY DOWNTOWN PARKING GARAGE CALCULATIONS

West Garage Demand	4PM Weekday, shared use at greatest demand		
School District	230 cars	100%	230 cars
Theater	360 cars	70%	252 cars
Apartments (proposed)	130 cars	66%	86 cars
Hershey Community Center Reuse	<u>126 cars</u>	66%	<u>83 cars</u>
	846 cars		651 cars

East Garage Demand	4PM Weekday, shared use at greatest demand		
Hershey Company	350 cars	100%	350 cars
Apartments (proposed)	<u>320 cars</u>	66%	<u>211 cars</u>
	674 cars		561 cars

West Garage	280' x 125'	116 cars/level
East Garage	280' x 125'	116 cars/level

Total district shared use demand 1,212 cars  
 Number of parking levels @ 116 cars/level 10 levels  
 Two garages @ five levels required (excess surface parked)  
 580 car garage @ 20,000/space= \$11.6M



# HERSHEY MANSIONS: EXISTING

- 12 Mansion Apt. Units
- 36 Carriage House Units
- 72 Parking Spots (1.5 ratio + 1 guest spot per 5 units, typ. = 112 required)



# HERSHEY MANSIONS: PROPOSED & QUANTITIES

- 12 Mansion Apartment or Condo Units
- 36 Carriage House Units, Condo or Apartment
- 72 Parking Spots (1.5 ratio + 1 guest spot per 5 units, typ. = 112 required)



# HERSHEY MANSIONS: PRECEDENTS









13 August 2019

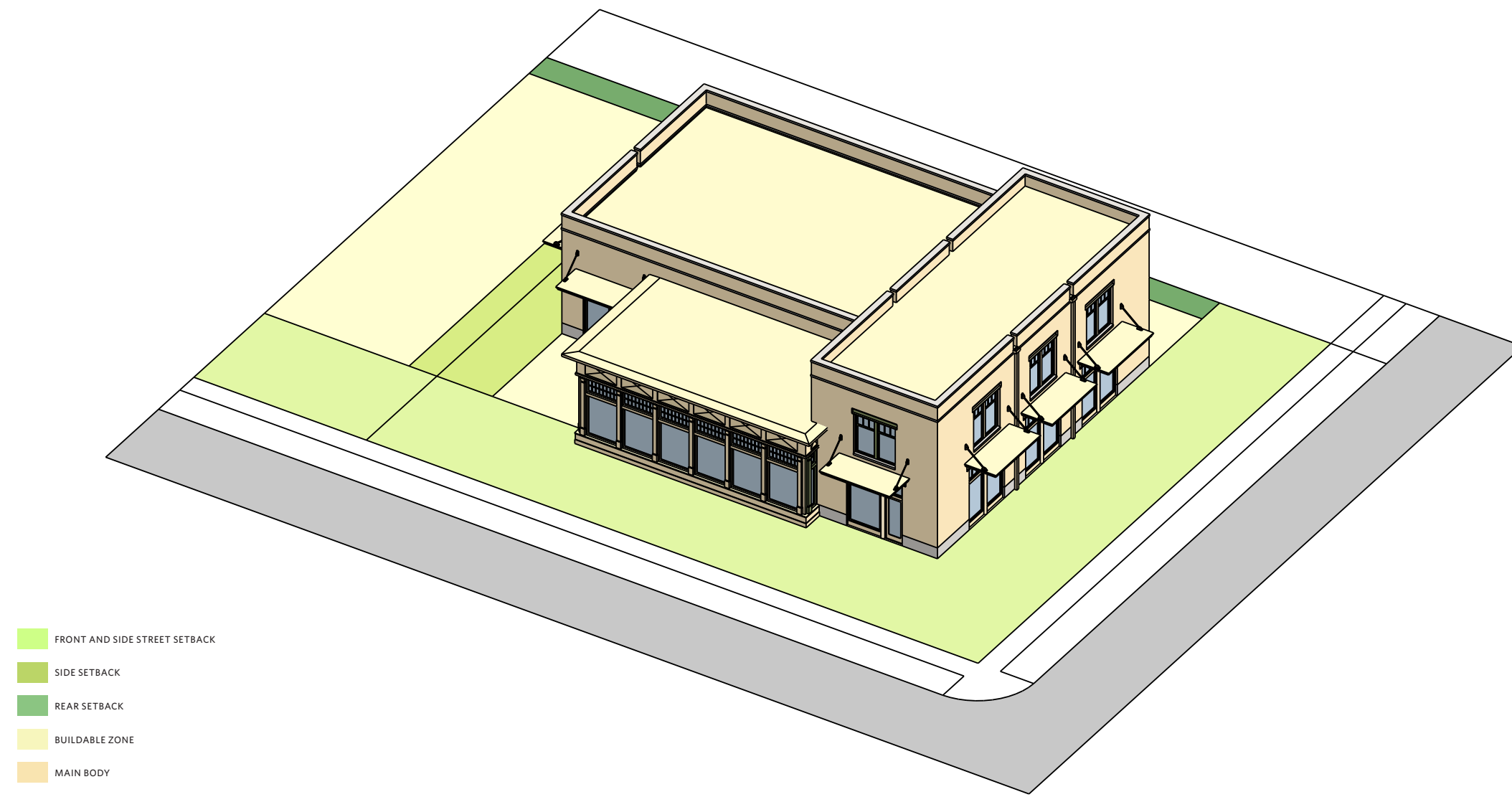
# ARCHITECTURAL GUIDELINES FOR DOWNTOWN HERSHEY

*Hershey, Pennsylvania*

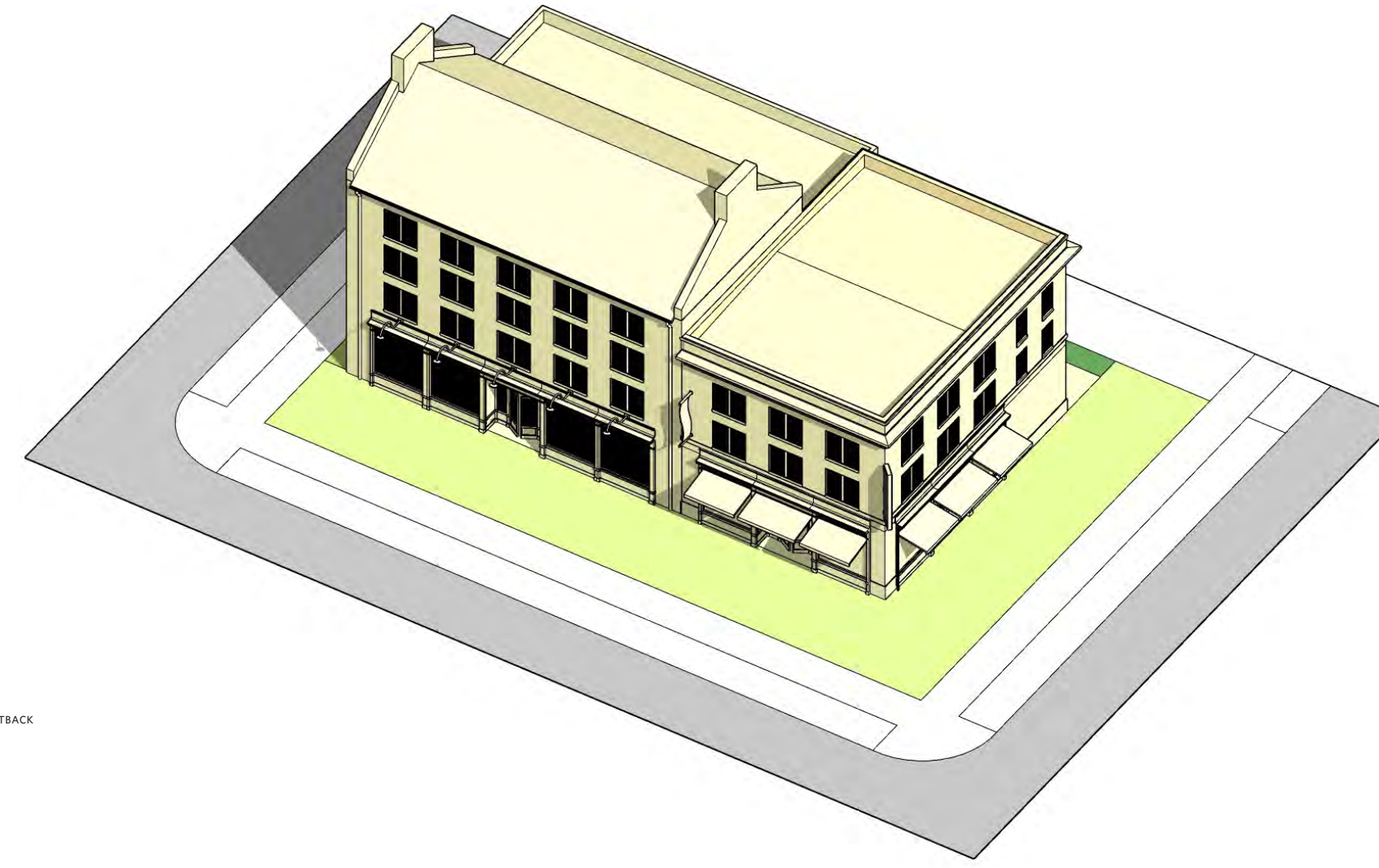
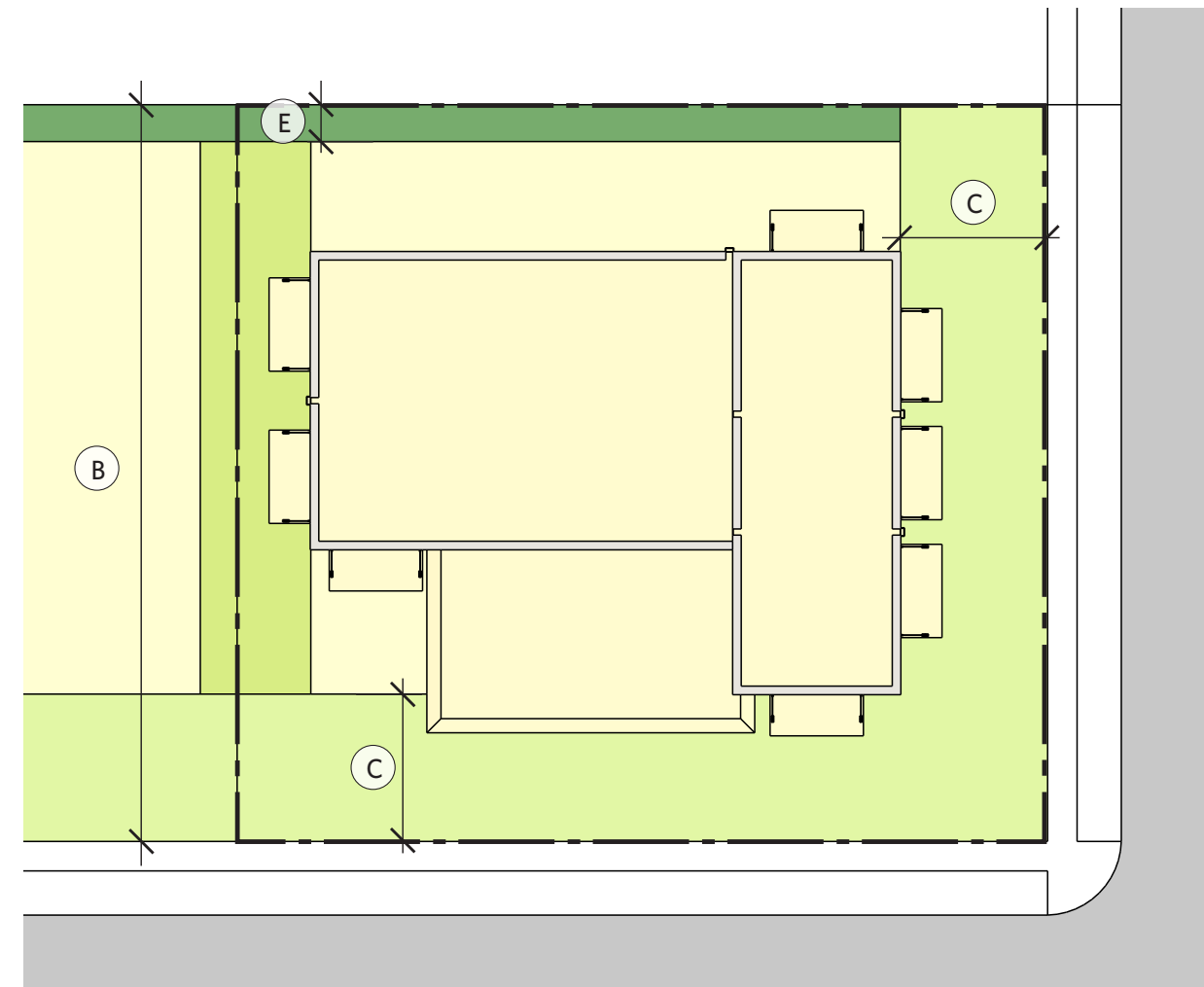
COMMERCIAL BUILDINGS

VERTICALLY MIXED-USE BUILDINGS

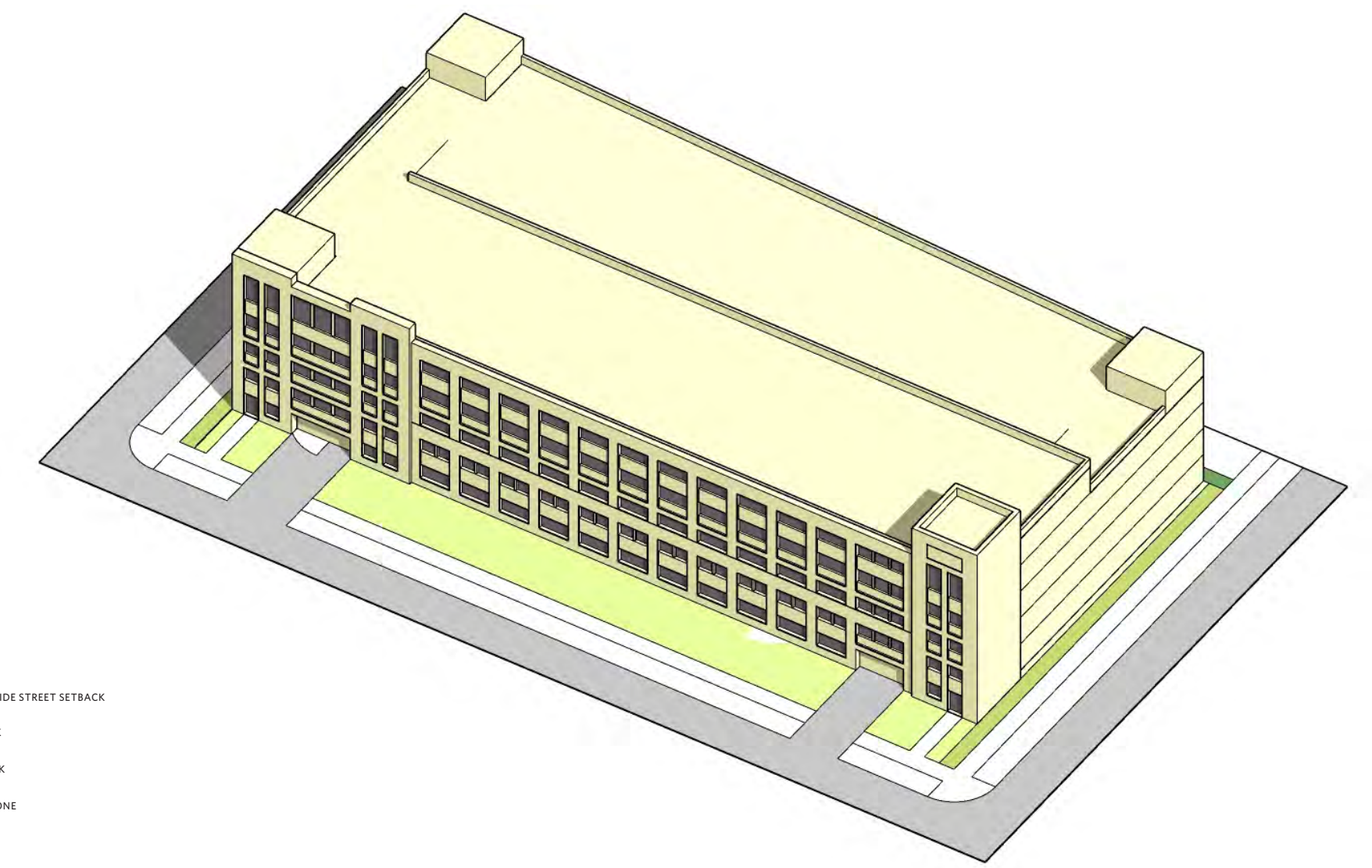
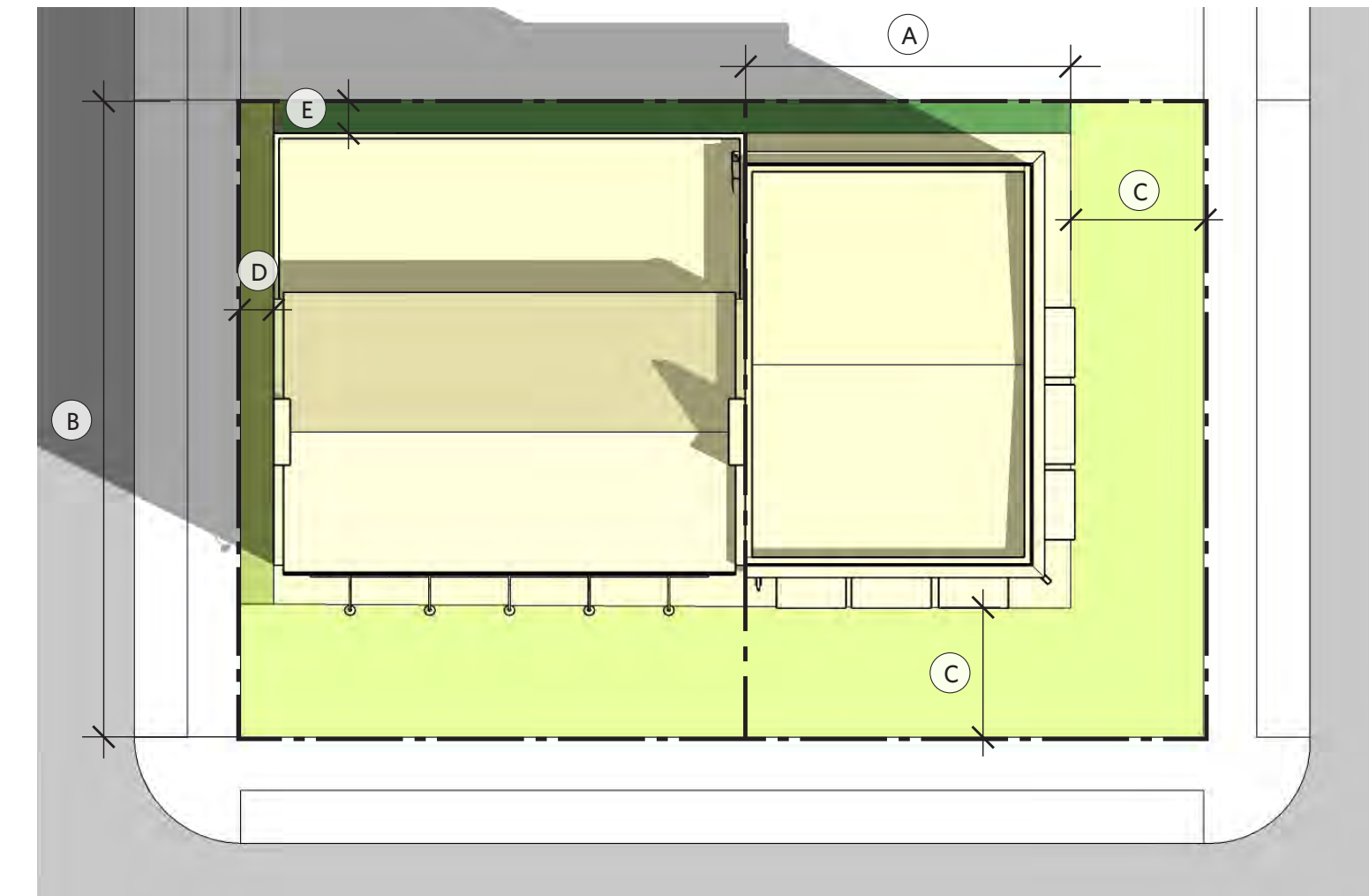
PARKING GARAGES



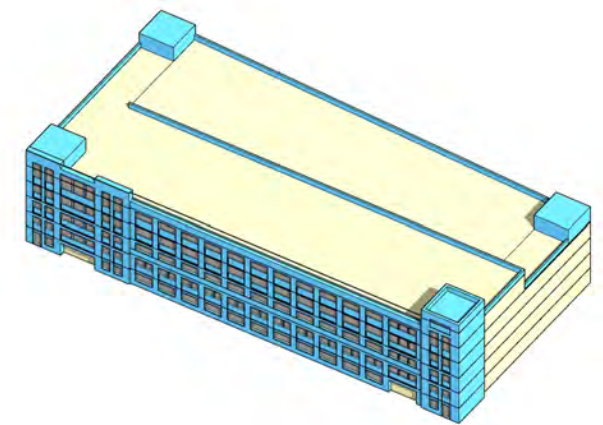
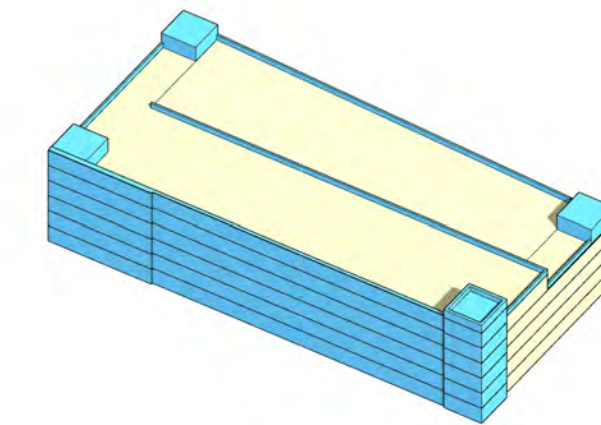
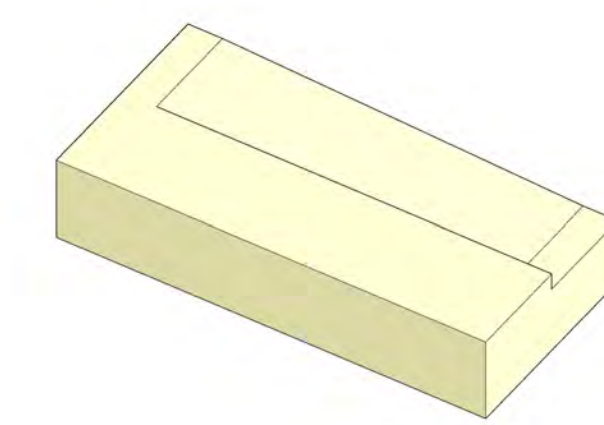
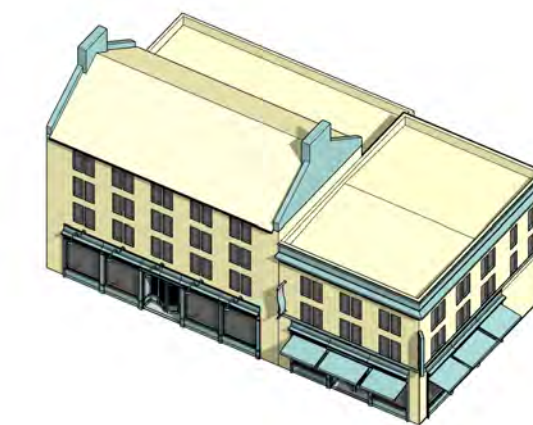
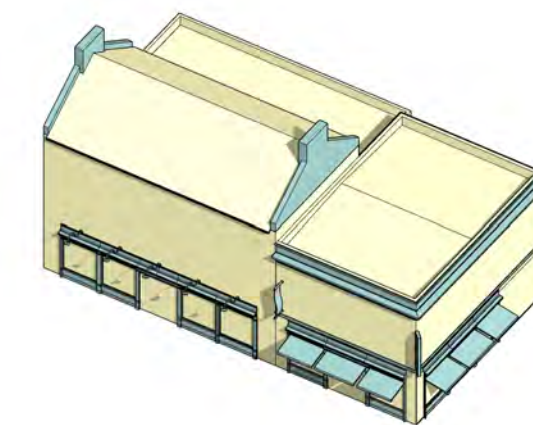
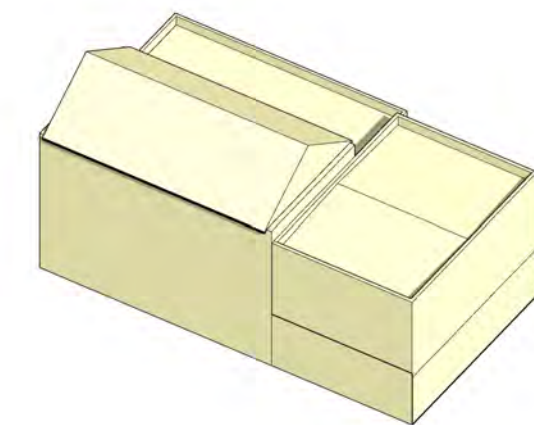
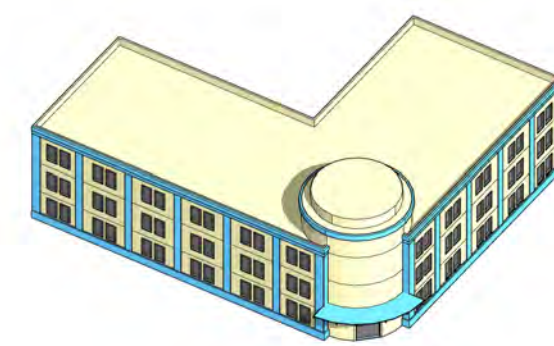
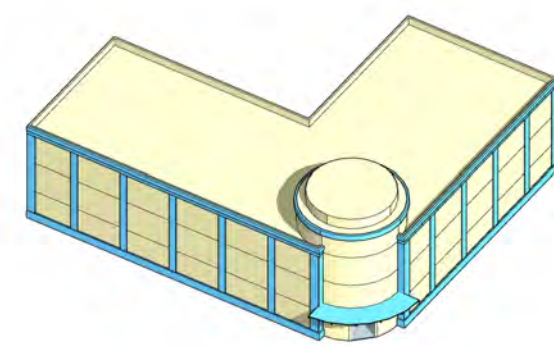
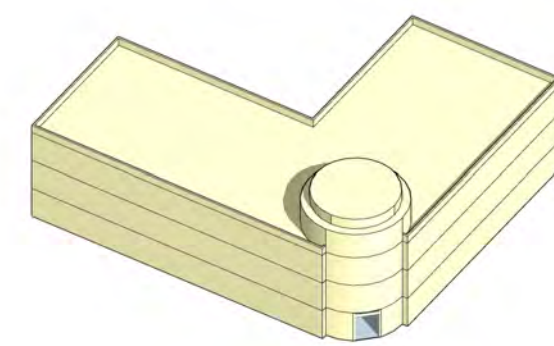
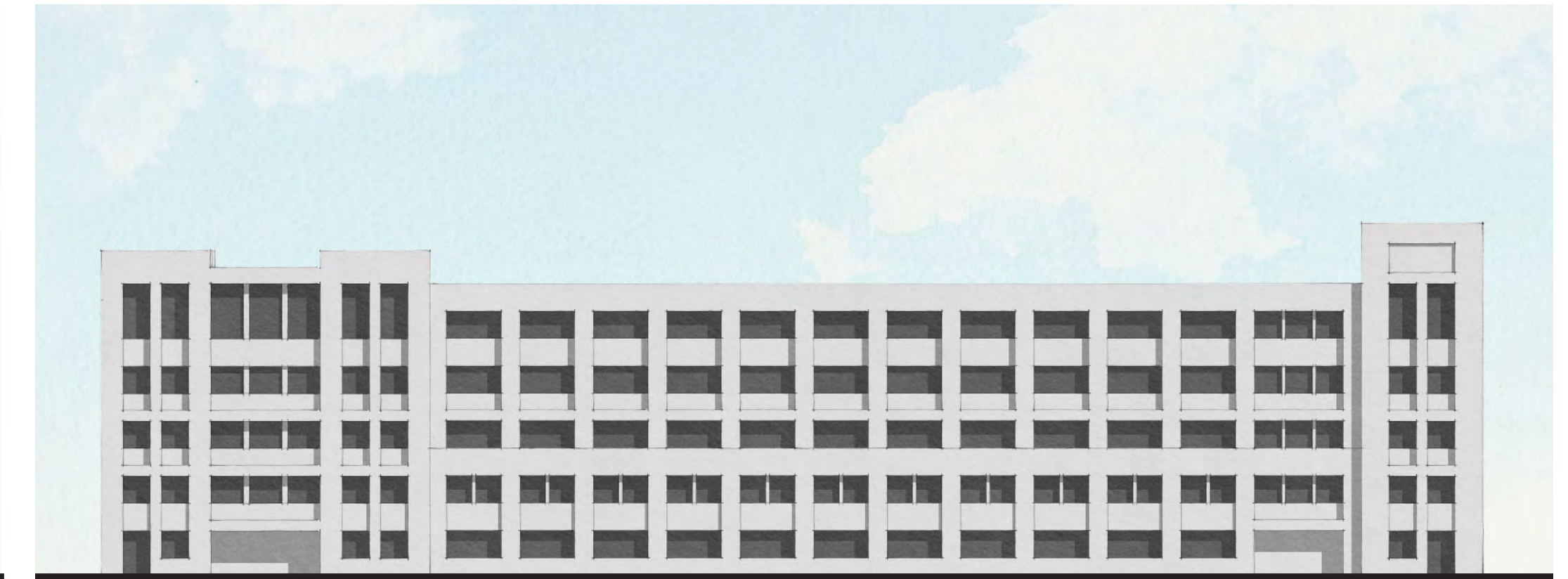
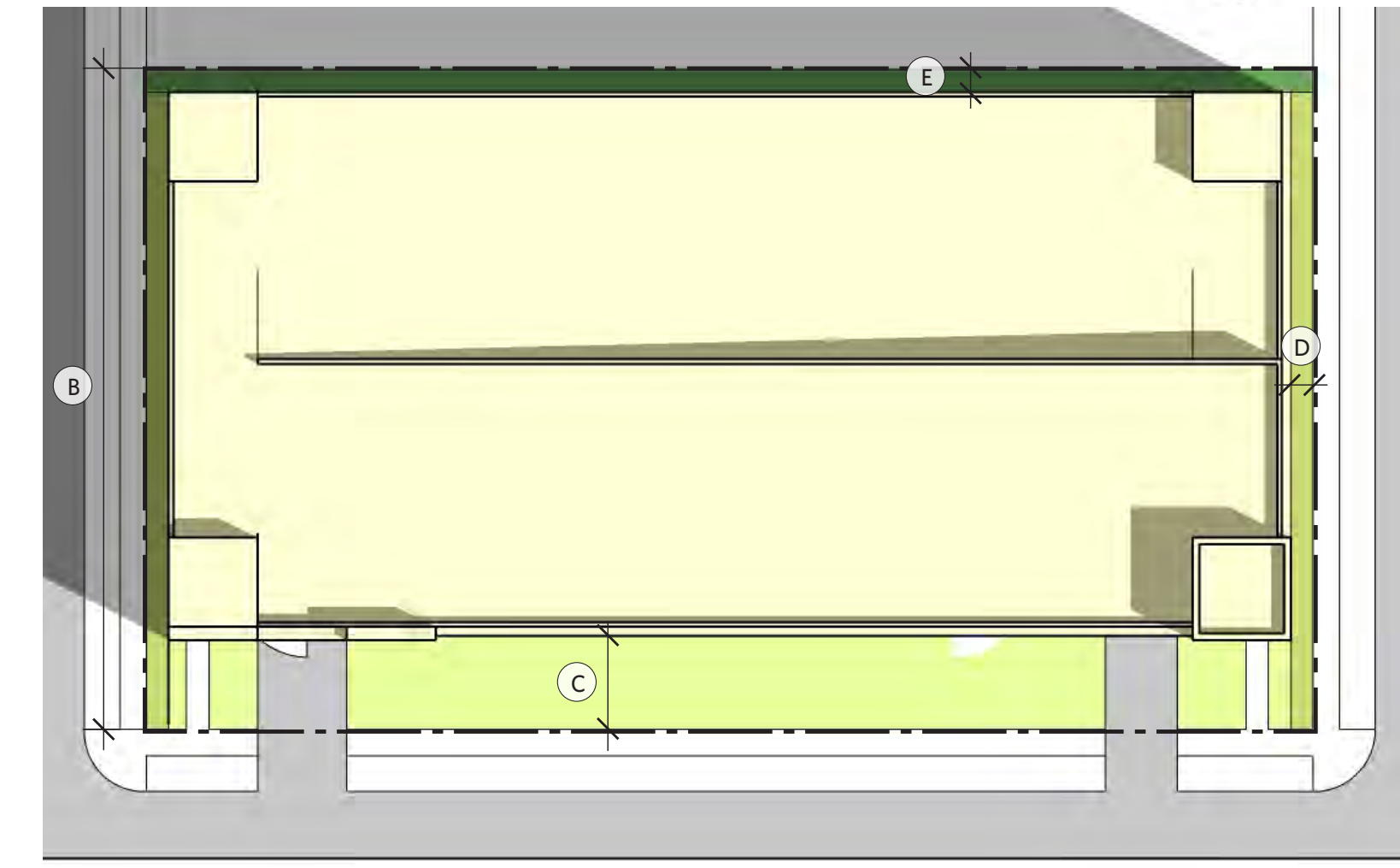
- FRONT AND SIDE STREET SETBACK
- SIDE SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY



- FRONT AND SIDE STREET SETBACK
- SIDE SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY



- FRONT AND SIDE STREET SETBACK
- SIDE SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY



Commercial buildings are often simple in massing. Changes in massing are used to clearly communicate entrances, different tenants, and service areas through the use of basic forms.

Buildings should appear to have a base, middle, and top. Awnings, porches, and other design articulations are meant to emphasize entries. Vertical articulation can be used to divide a facade into a series of smaller buildings.

Windows occur in patterns of single or grouped windows that reinforce the vertical articulation of the massing and bays. Openings should reinforce a rational structural system.

Vertically mixed-use buildings are often simple in massing. Changes in massing are used to clearly communicate entrances, different tenants, and service areas through the use of basic forms.

Buildings should appear to have a base, middle, and top. Awnings, porches, and other design articulations are meant to further emphasize entries. Vertical articulation can be used to divide a facade into a series of smaller buildings.

Single or grouped windows reinforce the vertical articulation of the massing and bays. Doors should be in prominent locations, and windows should have lintels, trim, transoms, and other elements appropriate to the scale of the opening.

Depending on the amount of parking needed, parking garages may be one or two bays wide. Massing is largely a result of function.

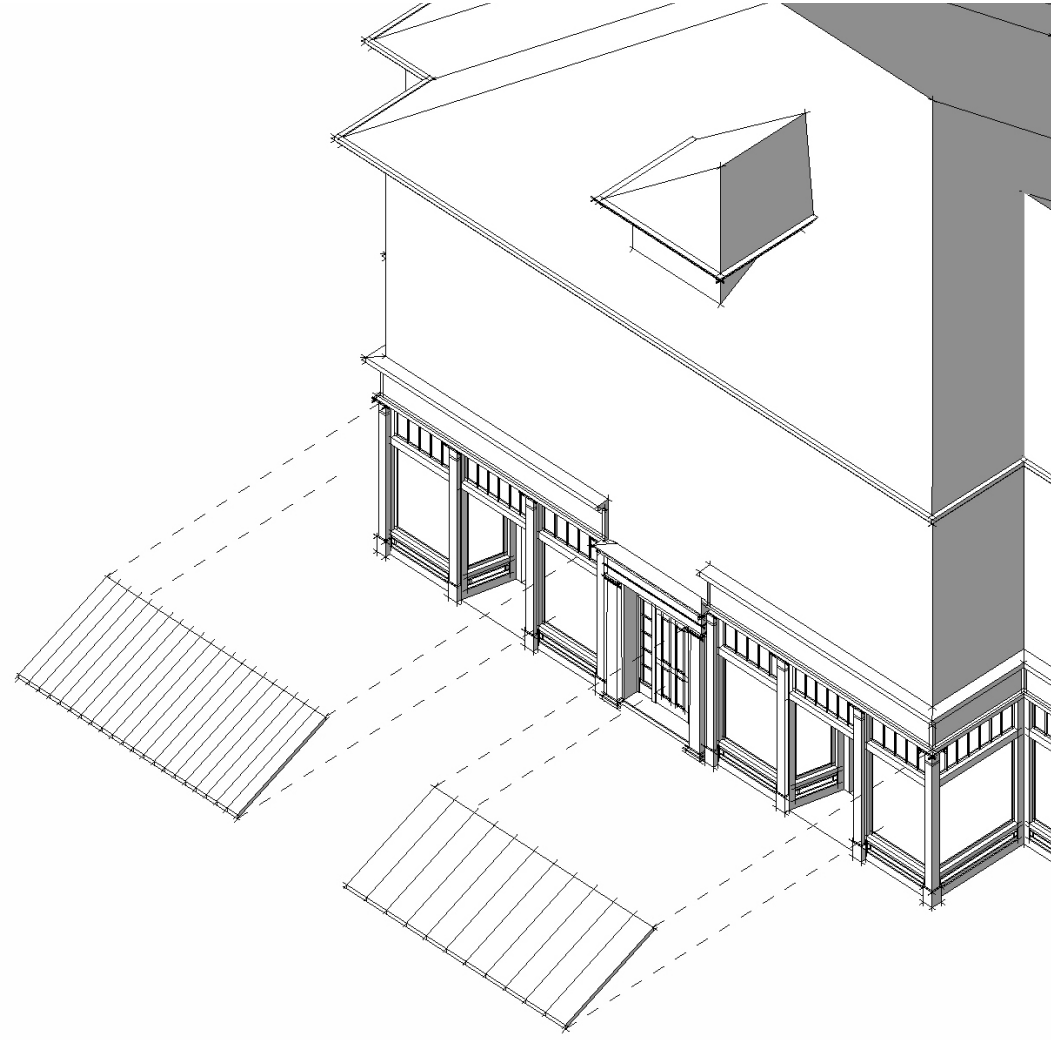
Vertical circulation elements such as stair towers, elevator shafts, and stair towers are opportunities to vertically articulate a facade. The purpose is to break down the scale of the primary massing and appear more pedestrian-friendly.

Street facing openings should be glazed or filled with an open mullion grid or ornamental architectural louvers. Blank, featureless walls should not face frontage.

ARCHITECTURAL GUIDELINES - BUILDING TYPE

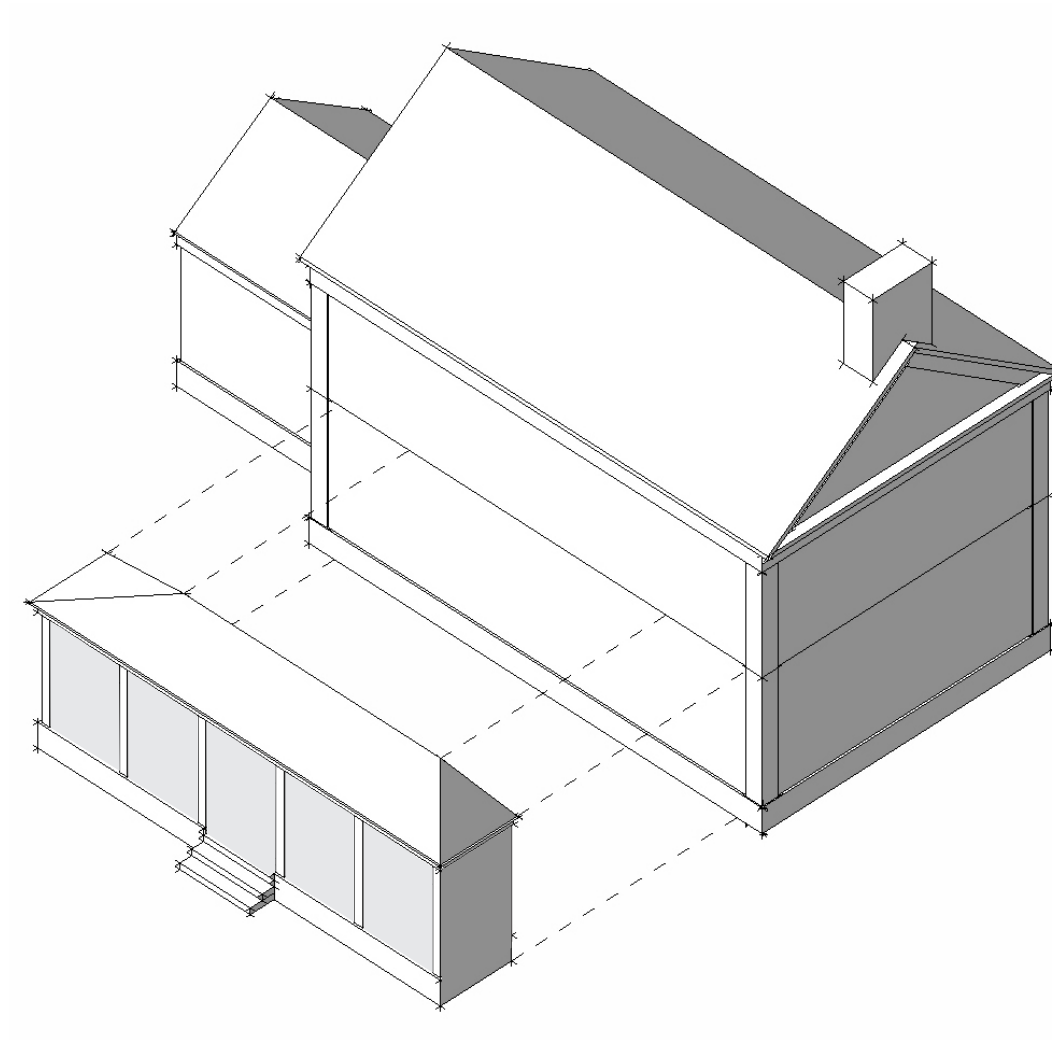
### AWNINGS

Awnings are cantilevered or hung devices to provide protection from the rain and sun for building users, restaurant patrons, and pedestrians along streets.



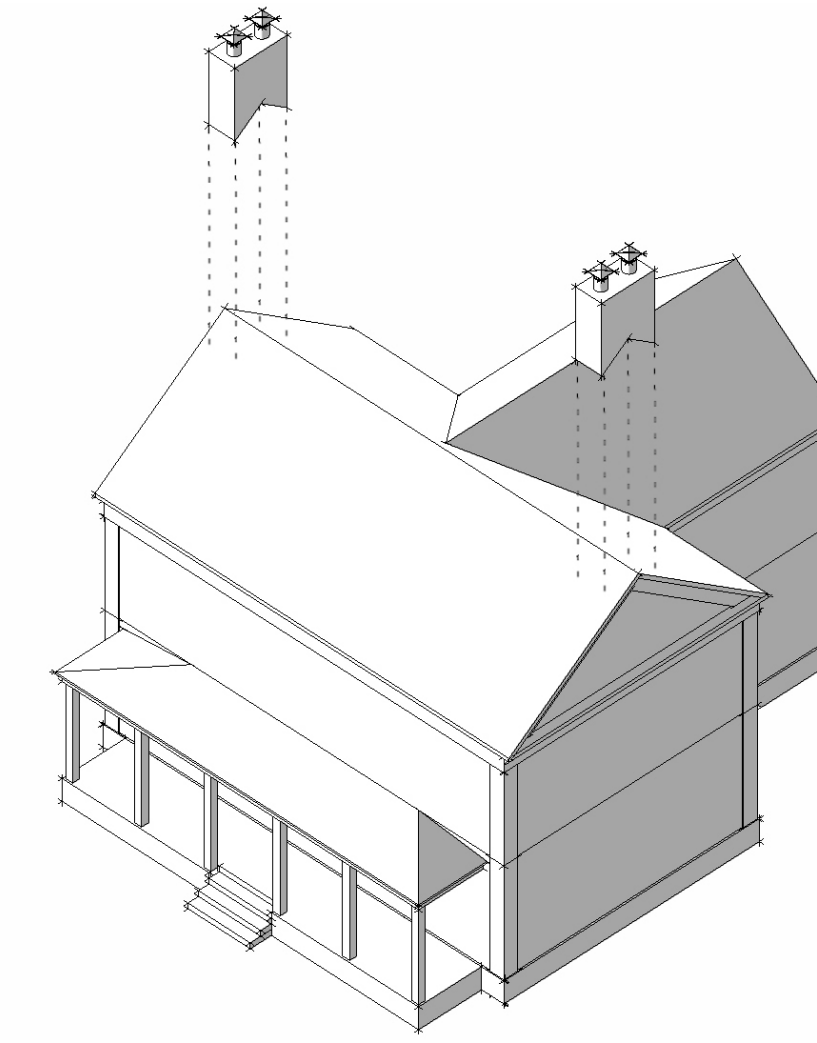
### ENCLOSED PORCHES

Awnings are cantilevered or hung devices to provide protection from the rain and sun for building users, restaurant patrons, and pedestrians along streets.



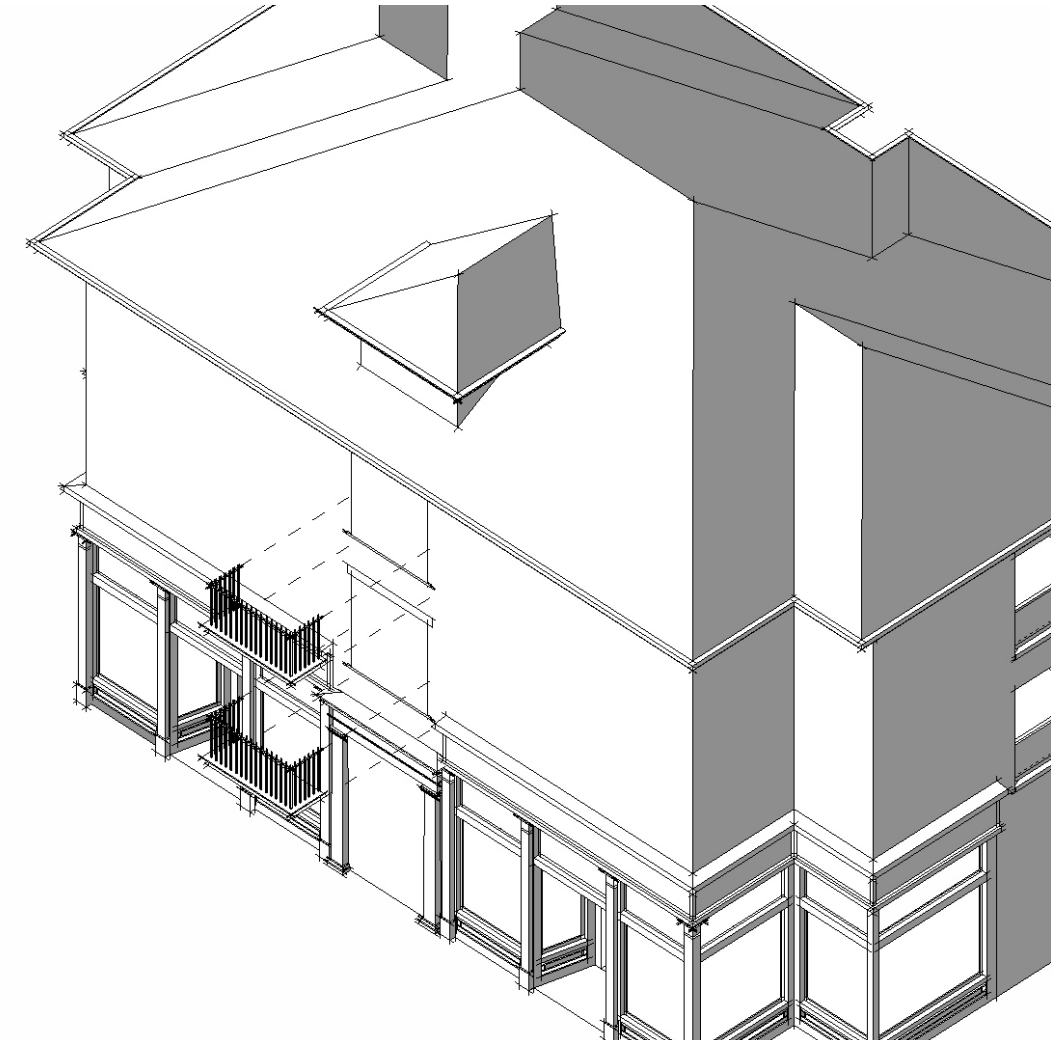
### ROOFS

Roof elements include dormers, turrets, chimneys, parapet variations, cupolas, and other elements. These elements should be functional, such as providing light or air into a room or space.



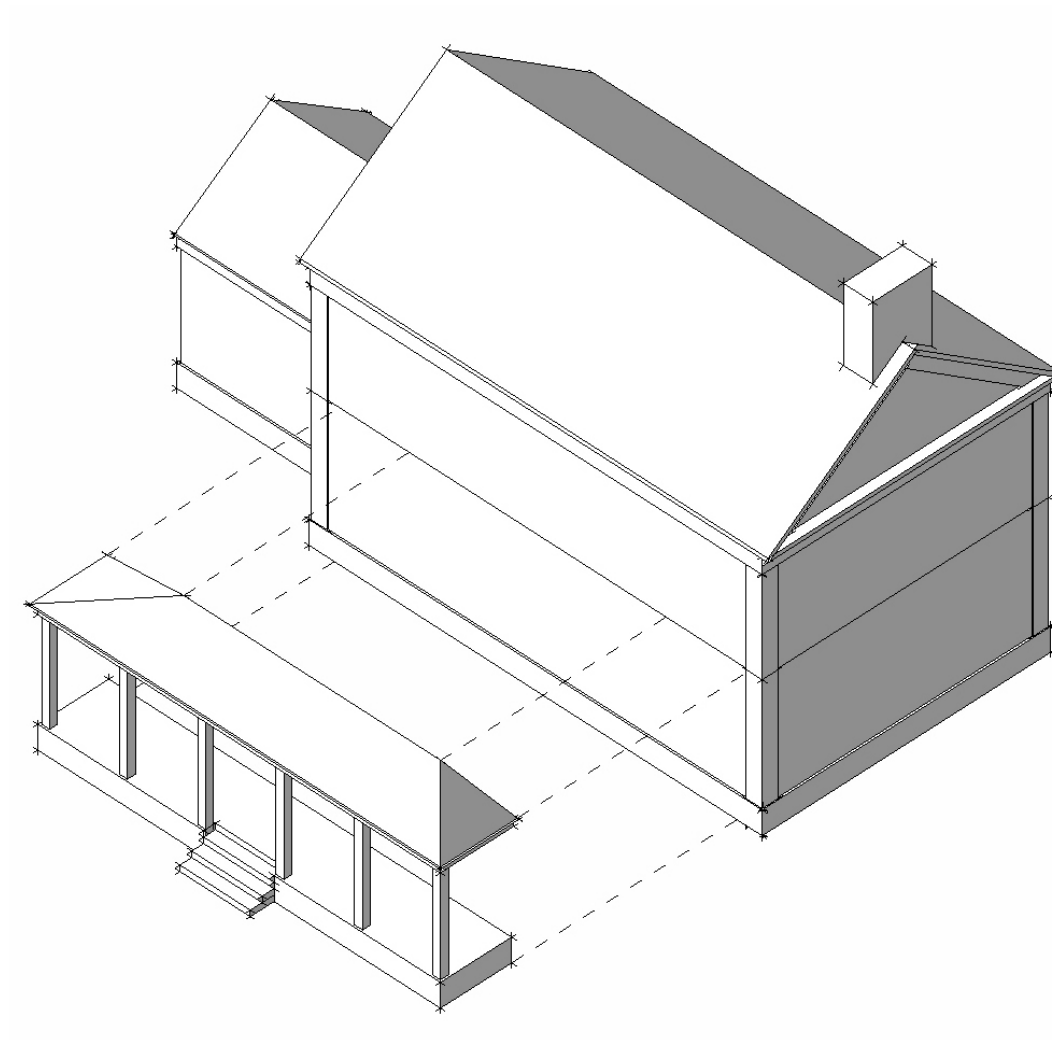
### BALCONIES

Balconies shall be usable outdoor space for a building's upper floors and may be recessed, projecting, or a combination of the two.



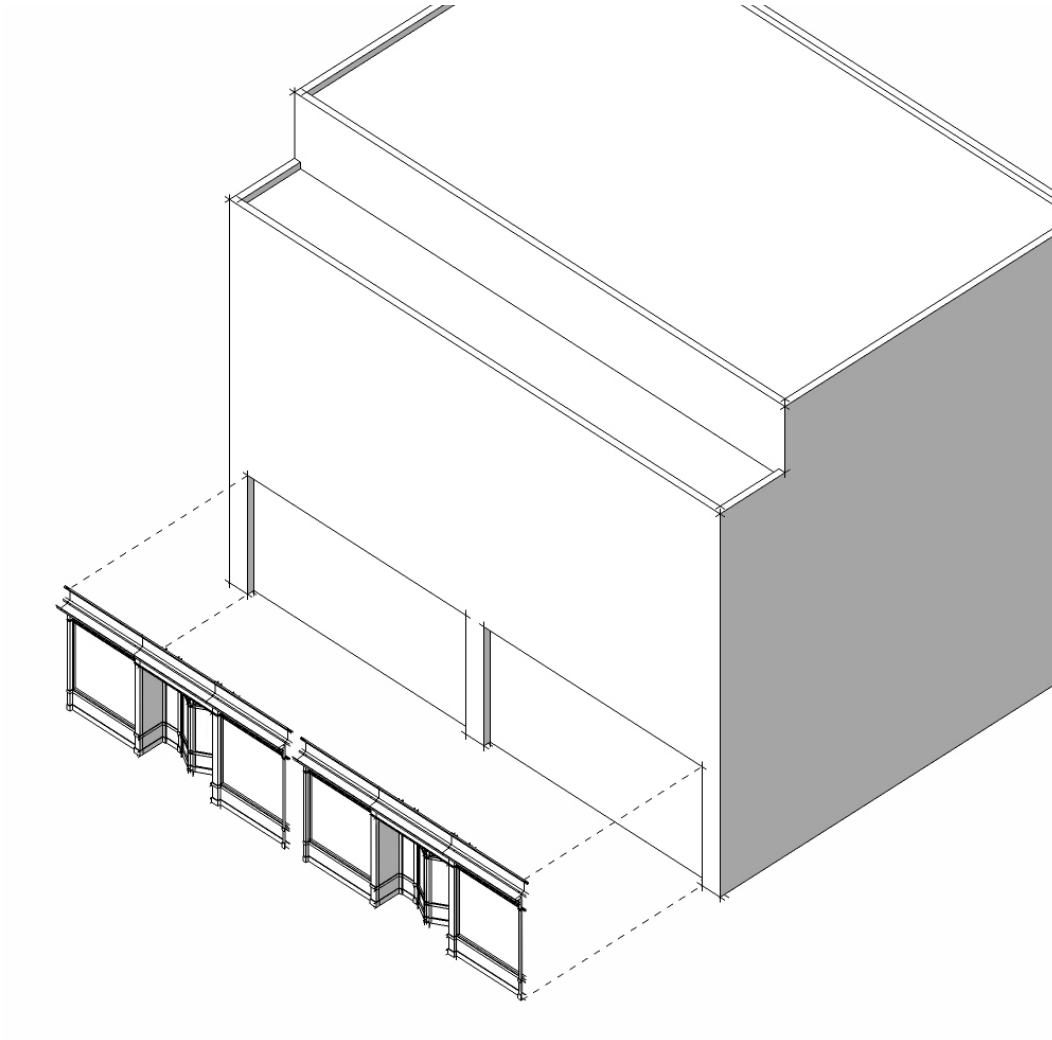
### PORCHES AND STOOPS

Porches and stoops provide a relief from sun and rain, serve as a transition between the public and private realm, and are outdoor room that helps to activate a street.



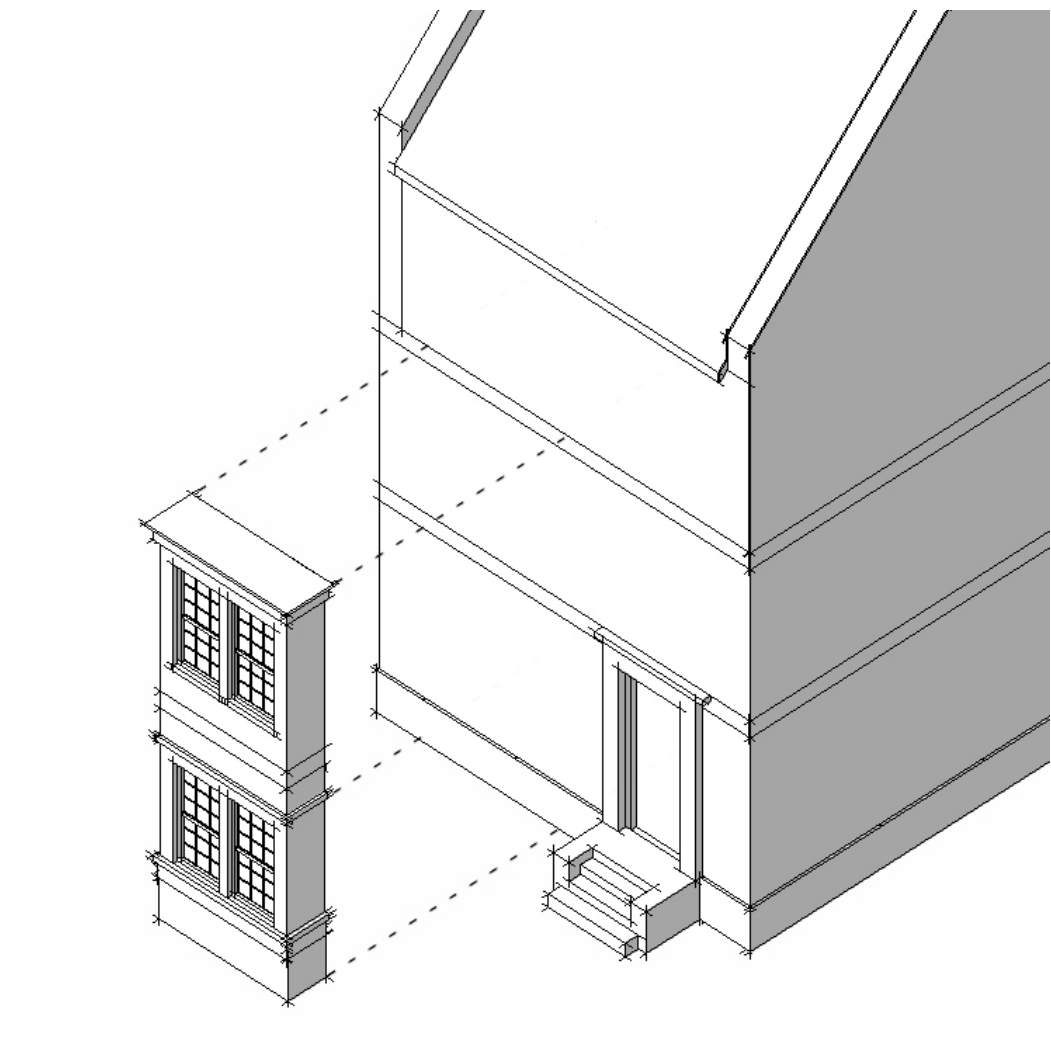
### STOREFRONTS

Storefronts are the traditional means of advertising goods, services, and enterprises along public spaces. They are used to improve the performance of the commercial ventures within the building.



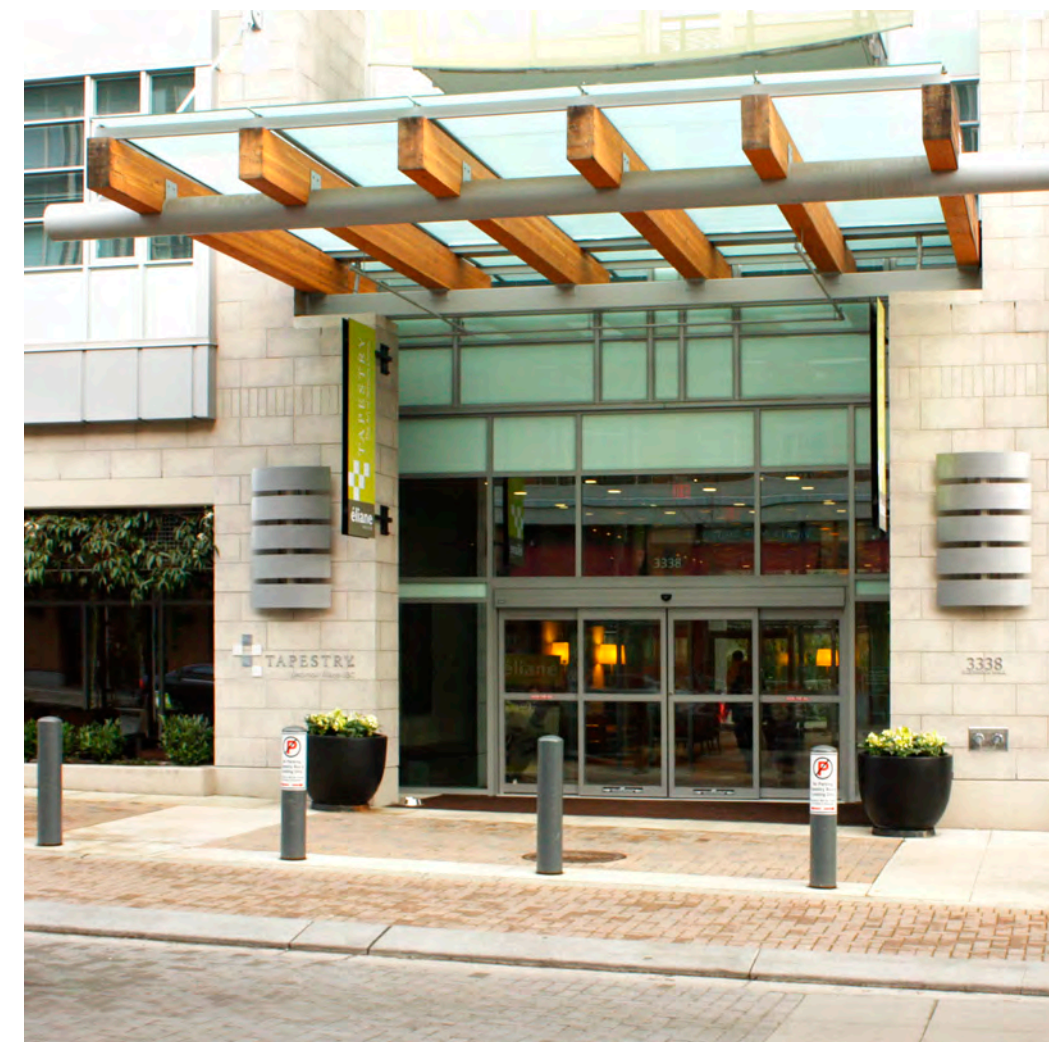
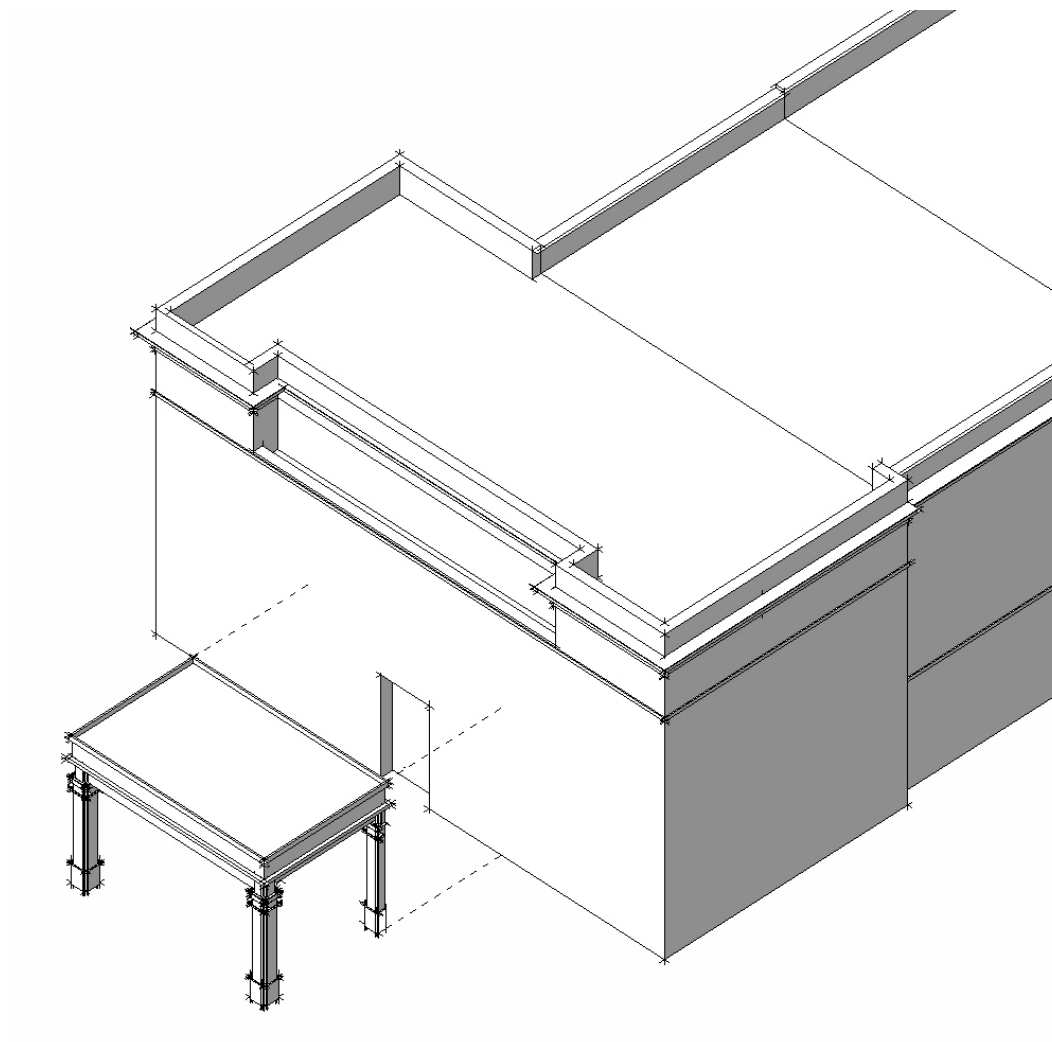
### BAY WINDOWS

Bay windows extend living or other public space outside the confines of the building type's main body to provide additional habitable space, permit multi-directional views, and articulate a building's facade.



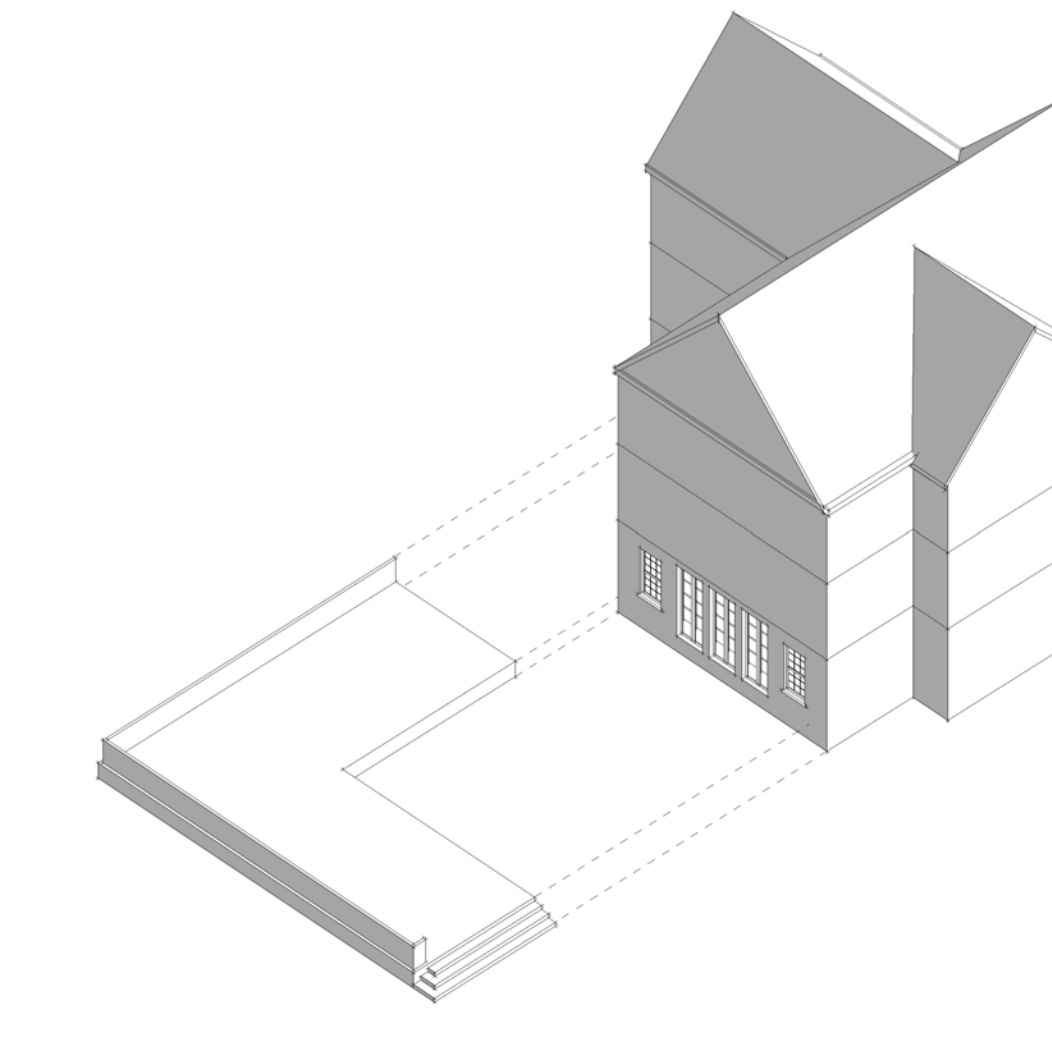
### PORTE COCHERES

Porte cocheres are covered pick-up and drop-off portals accessible to vehicles and offer a prominent location for signage. They shall be supported on all four corners or cantilevered off the building facade.



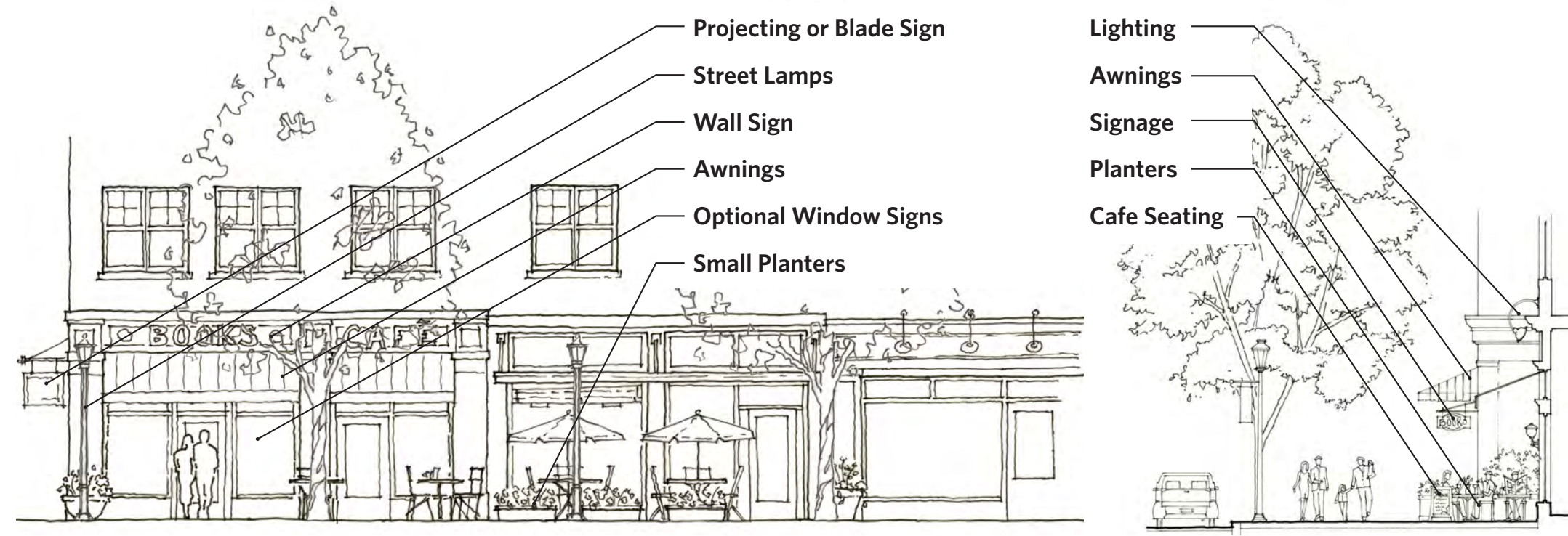
### TERRACES

Terraces provide elevated space to allow both residential and non-residential uses to look out over a street, public space, or natural vista. They are the most suitable location to connect indoor and outdoor activity through operable glazing and doors.



## SPECIAL BUILDING ELEMENTS

## COMPOSITION



Storefront composition should adhere to the following regulations.

- Storefronts should be designed using traditionally framed elements of retail design as well as innovative components that emulate the composition of traditional retail design. Characteristic elements include large transparent display windows with kick plates below and clerestory windows above, recessed front entries, and exterior awnings and signs.
- Multiple storefronts within the same building shall be visually compatible in terms of scale, alignment, and their relationship to the building as a whole, yet distinguished between various businesses utilizing storefront design, color, signage, and awnings. The coherence of a single building design should be able to accommodate the diversity of several storefronts.
- Storefronts should maintain a typical bay rhythm wherever possible, such as 10 to 20 or 15 to 30 foot wide increments at the ground level, each with its own entry opening directly onto the sidewalk. Storefront entrances shall be clearly distinguished from those serving floors above.
- Kick plates, windows, transoms, clerestories, signage bands, upper floor windows, and cornices shall align wherever possible. However limited levels of vertical, horizontal, and three-dimensional variations at the ground floor can help to create a variegated and organic quality.

### ESSENTIAL ELEMENTS

- Main entry onto the street
- Large transparent windows
- Kick plates
- Signage bands
- Lighting

## AWNINGS



### ESSENTIAL ELEMENTS

- Fabric
- Externally lit or not lit
- Coordinated with openings and entries

Awnings are cantilevered or hung devices that protect pedestrians and patrons from the harsh sun and rain and are great for outdoor dining and shopping areas. Although not required, awnings can be a valuable element in the composition of a welcoming, vibrant, and useful storefront. If an awning is desired, the following regulations apply.

- Awnings tend to be fabric as opposed to canopy signs which may be structural.
- Awnings should not be internally illuminated, but may be illuminated by a direct exterior lighting source located above the awning and attached to the building exterior.
- Translucent materials and plastics should not be used as awning materials.
- Lettering, emblems, or logos are encouraged on the awning valance as a way of integrating branding and color schemes with the architecture.

## OPENINGS AND TRANSPARENCY



Openings should adhere to the following regulations.

- Storefronts may be composed of various kinds of operational doors and windows that encourage the seamless integration of both interior spaces and sidewalks and terraces. French doors, modified garage doors, sliding doors, walk-through double- and triple-hung windows, and other architectural elements can help extend the public realm of the street into the ground floor space.
- Storefront windows typically consist of large, transparent plate glass set in wood, clad wood, or metal frames. Display windows should incorporate high transparency; windows should have high visibility transmittance values (37% minimum) and low daylight reflectance (15% maximum). Colored, visibly tinted, or mirrored glazing is not appropriate.
- Glazing, window trim, and muntins should constitute a minimum of 60% of the ground-floor of commercial facades.
- Shop windows should provide views deep into the shop as well as its displays.

### ESSENTIAL ELEMENTS

- 60% minimum transparency on ground floor facade
- 37% minimum visibility transmittance value
- Low daylight reflectance

## LIGHTING



### ESSENTIAL ELEMENTS

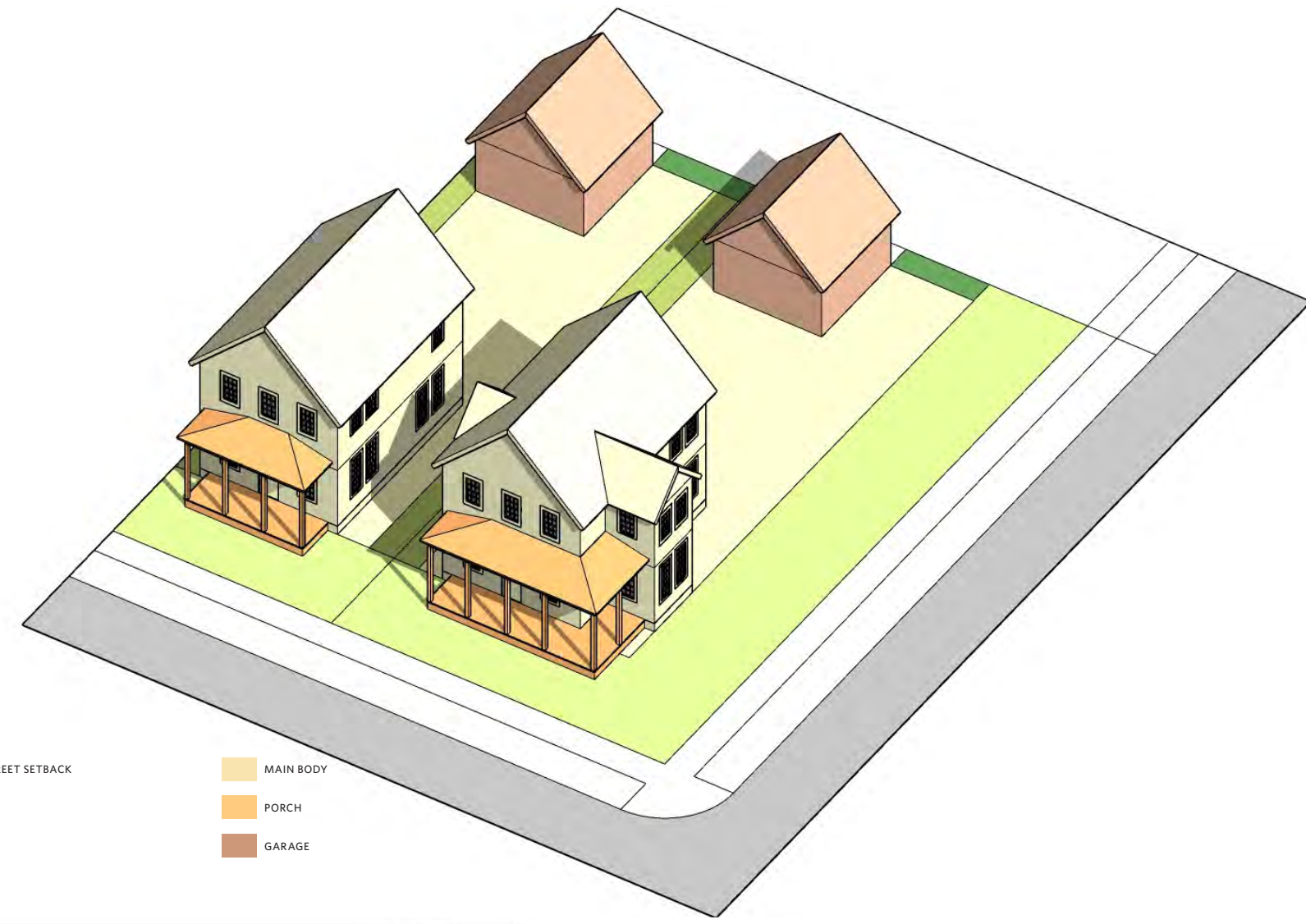
- Directed at signage
- Externally lit
- Scaled to match the architecture

Exterior lighting, both in terms of type of lamp and quality of light, is an essential element for the design of a safe and welcoming storefront at all hours of the day. Storefront lighting should adhere to the following regulations.

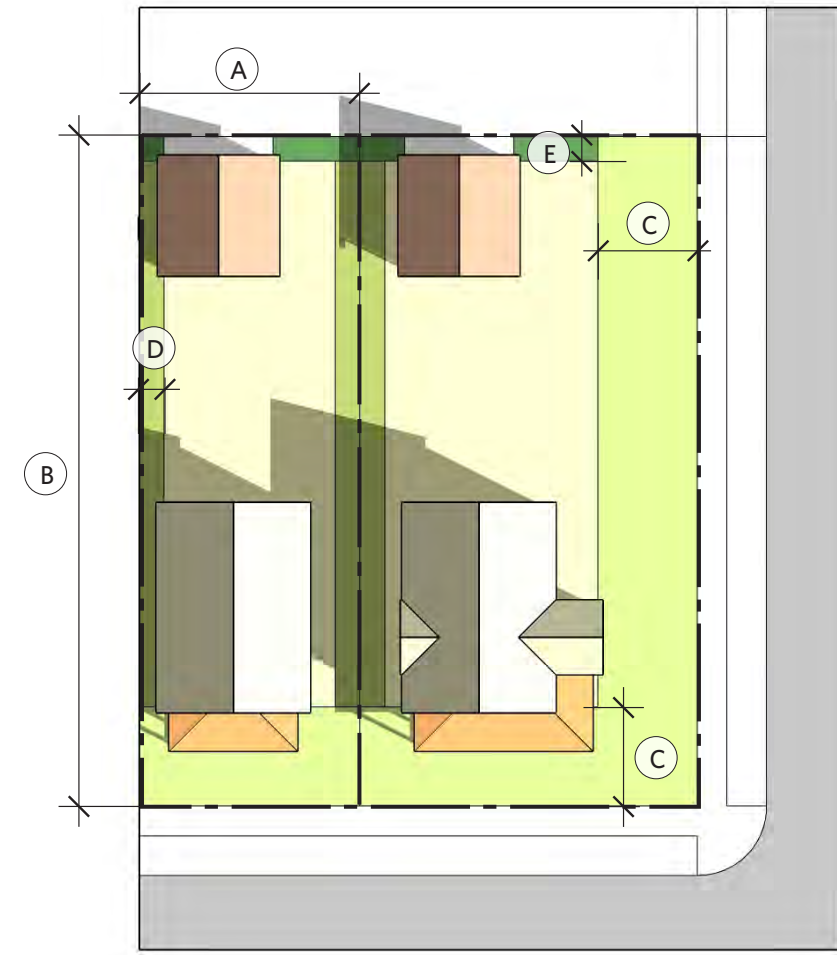
- LED lights are preferred.
- Small, unobtrusive fixtures for external (projection) lighting are encouraged. Goose-neck or other mounted lights are encouraged.
- The fixtures should primarily be down-firing. Up-firing fixtures, if used for aesthetic effect, should be designed to prevent Dark Sky intrusion.
- Signs that are illuminated by an external source of light, as opposed to internally illuminated cabinet signs, should be proportional to the sign and facade on which they are mounted.
- Light sources should be directed toward the sign and a portion of the building facade, not onto adjacent property or cause glare for motorists and pedestrians, and illuminated at the minimum level to ensure readability at night.
- Individually illuminated letters, either internally illuminated or backlit solid letters (reverse channel), are preferable to internally illuminated cabinet signs, especially when mounted directly on the building facade.

# STOREFRONTS

DETACHED HOUSES



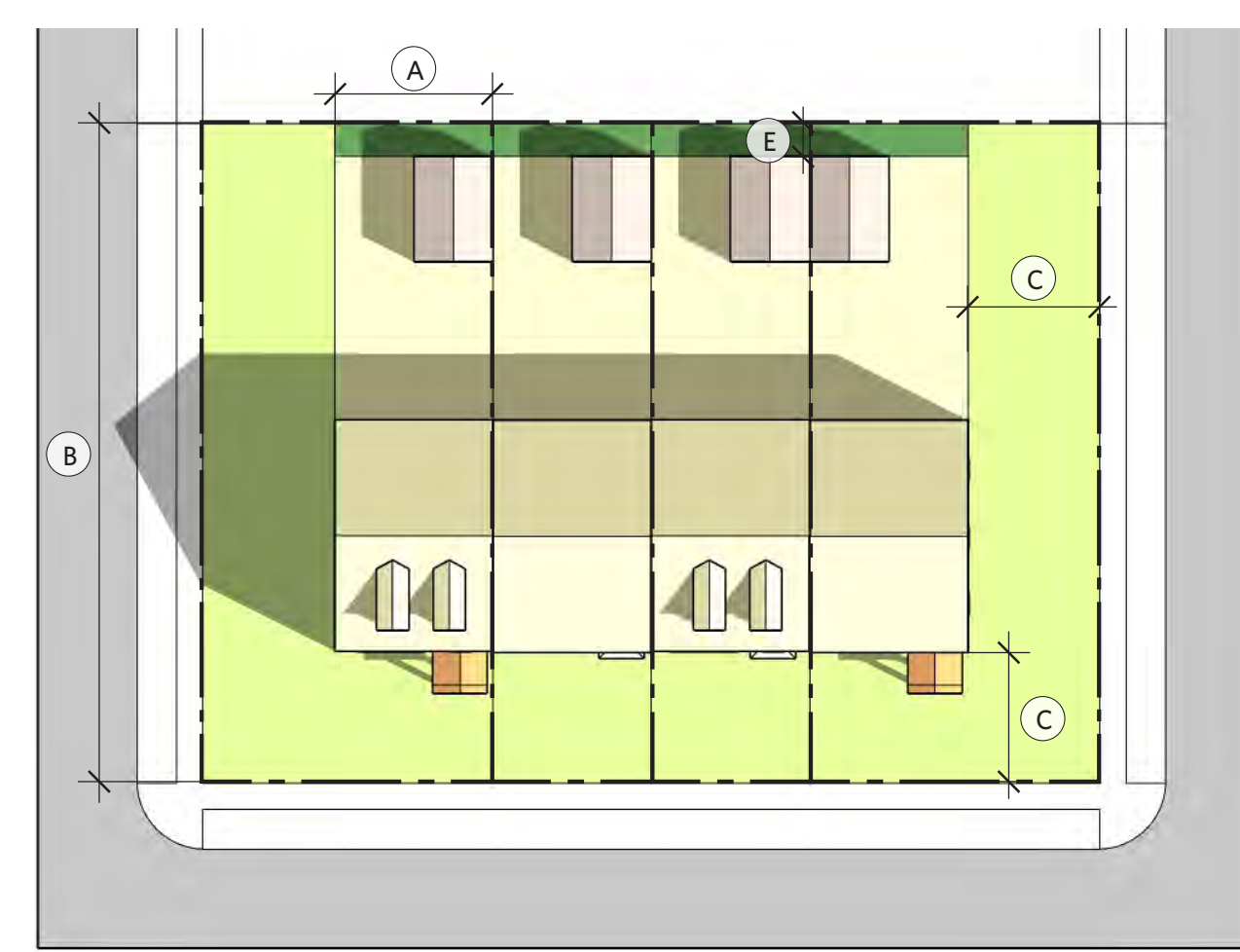
- FRONT AND SIDE STREET SETBACK
- SIDE SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY
- PORCH
- GARAGE



TOWNHOUSES



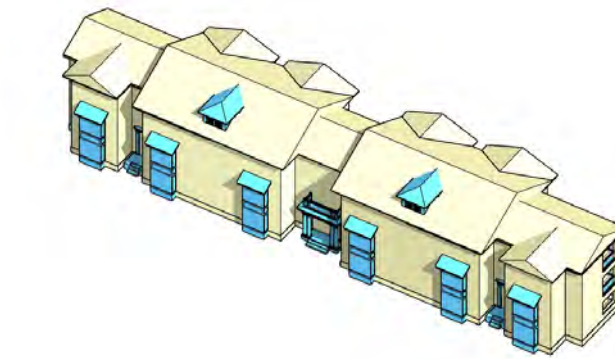
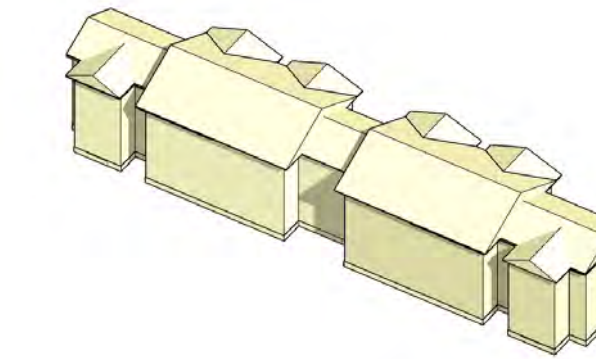
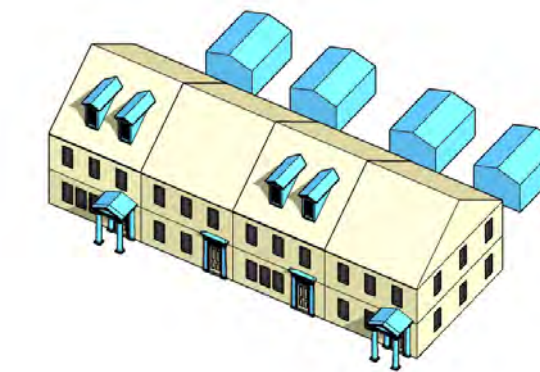
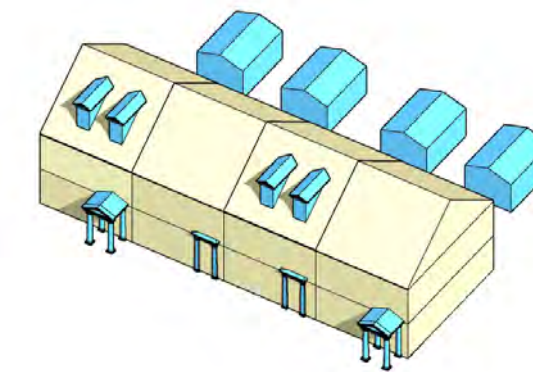
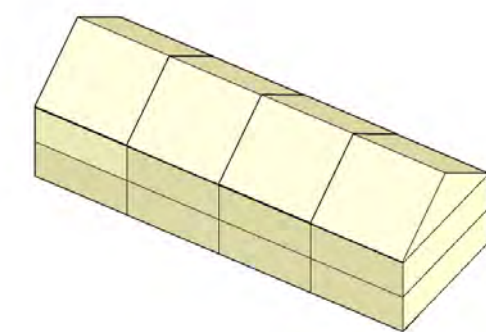
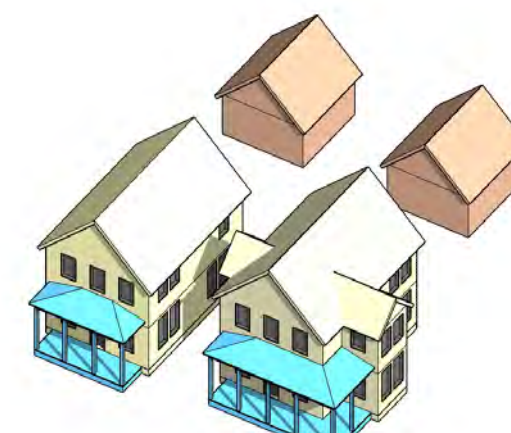
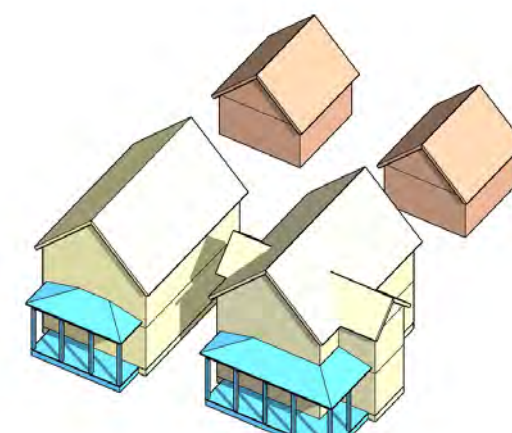
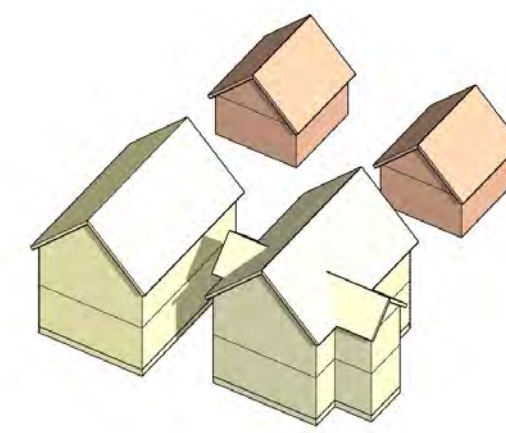
- FRONT AND SIDE STREET SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY
- STOOP
- GARAGE



APARTMENT HOUSES



- FRONT AND SIDE STREET SETBACK
- SIDE SETBACK
- REAR SETBACK
- BUILDABLE ZONE
- MAIN BODY



A house should be conceived of a simple volume, or two with a connector. The principle structure typically features only one roof pitch, with a secondary roof slope reserved for ancillary elements.

To articulate a particular style like Craftsman, Colonial, or Four Square, design elements like porches, columns, and other small ornamentation are added to the simple massing.

Openings typically correspond to the structural elements, such as porch columns, are regularly spaced, and are typically the same proportion. Ganged windows are appropriate for living rooms on the street facade.

The group of townhouses should be considered as a single volume. Eave and cornice lines should be consistent, with alterations in massing reserved for end units. Flat roofs on townhouses are not typical in Hershey.

Articulation like porches, dormer windows, and other ornamentation on townhouses can express an architectural style. Variation in between neighboring units, can help articulate a long facade.

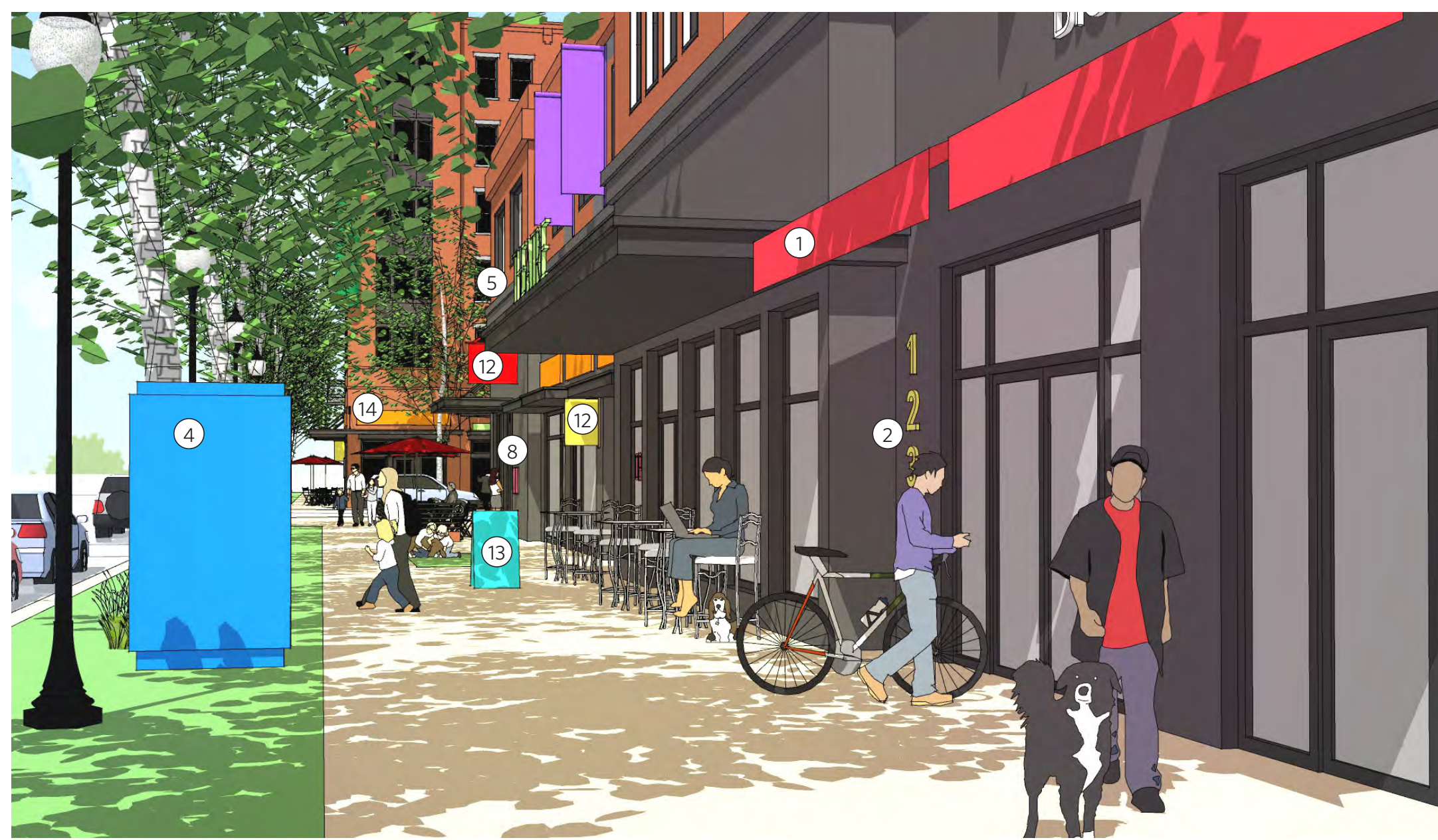
Openings typically correspond to the structural elements, such as porch columns, are regularly spaced, and are typically the same proportion. End units facing frontage should follow the same principles as middle units.

The massing should be conceived as a collection of 2 or 3 masses, with connector masses like mansion houses or a collection of houses, with attractive entryways in stairwells punctuating the larger form.

Articulation like porches, dormer windows, and other ornamentation are opportunities to express an architectural style. Variation is recommended with larger masses.

Openings should complement the structural logic of the primary massing and are similar in style and proportion on all street facing facades. Some variation is recommended. Corner units should feature openings on all exposed sides.

ARCHITECTURAL GUIDELINES - BUILDING TYPE



**SIGNAGE OVERLAY DISTRICTS**

**GENERAL SIGN OVERLAY DISTRICT:** INCLUDES ALL ZONING DISTRICTS EXCEPT THOSE LISTED IN THE DOWNTOWN COMMERCIAL SIGN AND LIMITED SIGN SECTIONS

**DOWNTOWN COMMERCIAL SIGN OVERLAY DISTRICT:** INCLUDES ALL AREAS WITH COMMERCIAL USES IN THE OVERLAY 9, DOWNTOWN CORE

**LIMITED SIGN OVERLAY DISTRICT:** INCLUDES CONSERVATION, R-1, R-2, AND R-3 AND PORTIONS OF THE PALMDALE MIXED USE AND HERSHEY MIXED USE ZONING DISTRICTS OUTSIDE OF OVERLAYS 1-13



### SIGNAGE STANDARDS BY TYPE

1. Awning Sign
2. Building Identifier Sign
3. Canopy Sign
4. Free-Standing Sign
5. Ground Sign
6. Halo-Lit Sign
7. Landmark Sign
8. Menu Board
9. Multi-Use Identification Sign
10. Neon Sign
11. Painted Wall Sign
12. Projecting or Blade Sign
13. Sandwich Board
14. Wall Sign

### CANOPY SIGN

A sign displayed on a structure made of fabric, plastic, metal, or similar material that is supported by posts, columns, another structure and/or building.



### FREE-STANDING SIGN

A sign not more than eight feet in height, which is not attached to any building but is supported in poles, frames or similar structures.



### AWNING SIGN

A sign that is printed, placed, or otherwise mounted on a fixed or retractable awning, and that is completely flush with the surface of the awning.



### GROUND SIGN

A free-standing sign located on, or close to the ground, the height of which is not more than four feet above the ground.



### BUILDING IDENTIFIER

Text or symbols located on the exterior face of a building that identifies the address, name, or purpose of the building which conveys no advertising value.



### HALO-LIT SIGN

Halo-lit signs contain opaque message elements of the sign that are mounted onto standoffs away from the wall of the building, in which illumination is projected onto the sign face.



### LANDMARK SIGN

A sign and sign structure attached to the ground or attached to a building. This type sign is designed to add interest and must be dimensional or 3-d in construction.



### MENU BOARD

A free-standing sign or wall sign that provides information concerning the menu of a food service or restaurant establishment, which sign is less than 2 square feet.



### MULTI-USE IDENTIFIER

A sign used on a site which is occupied by separate entities on a single parcel of land which sign is used to advertise more than one entity.



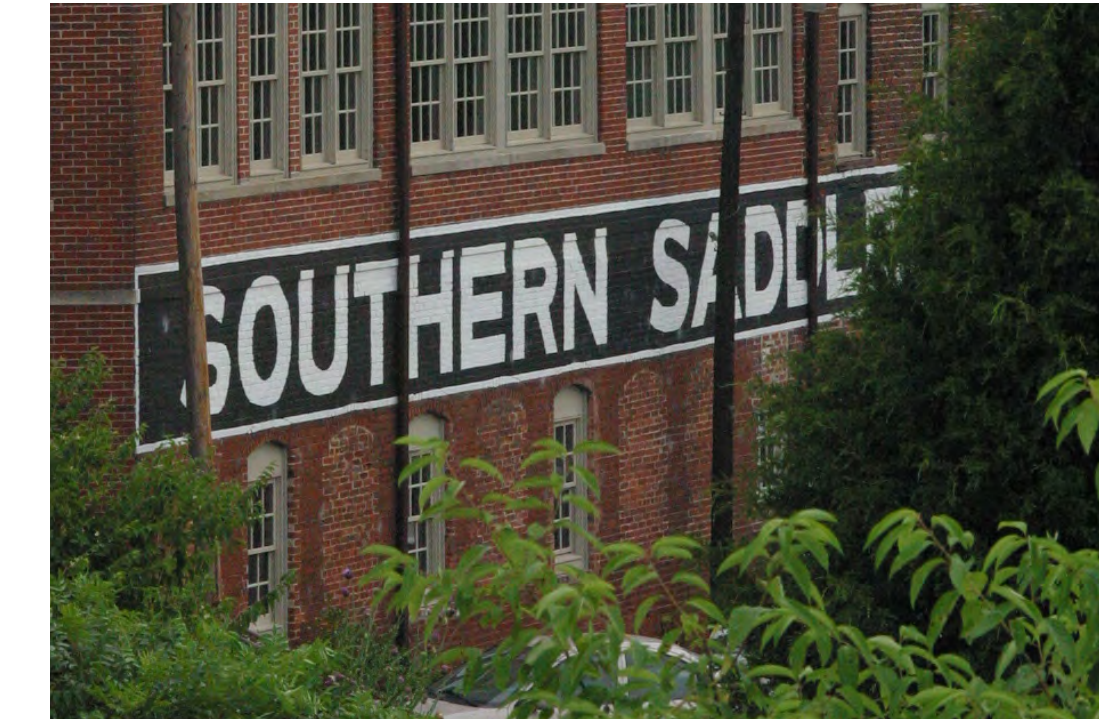
### NEON SIGN

A sign that uses neon, argon, or any similar gas to illuminate transparent or translucent tubing or other materials, or a sign that is designed to create a similar visual effect.



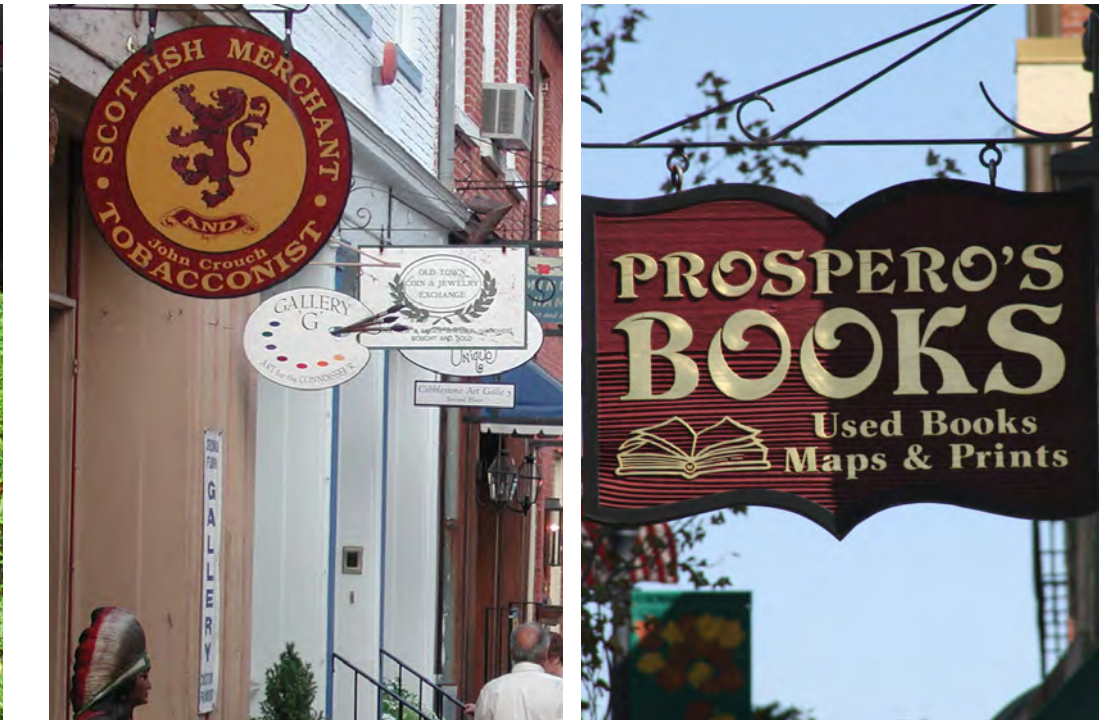
### PAINTED WALL SIGN

A sign painted onto or adhered to a building surface (excluding roofs) and completely two-dimensional.



### PROJECTING OR BLADE SIGN

A sign mounted on a building surface (excluding roofs) and extending with the exposed face of the sign perpendicular to the plane of such surface.



### SANDWICH BOARD

A free-standing, two-sided, self-supporting, temporary sign, with no moving parts or lights, with a changeable panel, letters or "chalkboard," displayed outside a business.



### WALL SIGN

A sign attached to the wall of a building or structure or to a structure projecting from the face of the building, with the exposed face of the sign parallel to the plane of such wall.



UDA

Creating a sense of place through collaboration, context, and community.