

## Section 4.7 | Community Signage Design and Character

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### Community Signage

Community signage within Cadence is an important component of the overall community theme and identity and relates to all aspects of the built environment. Signage plays a vital role in communicating to residents and visitors alike, both at the pedestrian level and along roadway corridors. The base signage standards and criteria for Cadence are those set forth in the Mesa Zoning Ordinance except as modified within the Cadence Community Plan and as approved through the Cadence Master Comprehensive Sign Plan. All permanent signage within Cadence must be reviewed and approved as part of the Master Comprehensive Sign Plan or an Individual Comprehensive Sign Plan. Certain temporary signs are subject to approval of a Temporary Comprehensive Sign Plan. Specific standards for all signage types within Cadence are outlined in Chapter 15 of the Cadence Community Plan and within the approved Master Comprehensive Sign Plan for Cadence.

### Community Signage Design and Character

As with all aspects of design throughout Cadence, the design character of Community Signage shall reflect the New Traditional vision of the overall community theme, which reflects a modern planning ideal that draws influence from uncomplicated and timeless American neighborhoods. Signage may reflect an eclectic design aesthetic and are not limited to one single style or font, and may include both a traditional and modern design elements. The following general design standards are applicable to all signs:

- Sign colors must compliment both the adjacent buildings and surrounding site design.
- Signs should provide simple, understandable color contrasts between base materials and letter fonts to promote readability.
- Signs must be scaled to fit appropriately on the surface or wall in which it is intended. Scale and proportion is important to allow successful readability while not over powering a street scene or building design.
- Signs may be internally or externally lighted.
- Sign lighting must be manageable via hour control.
- The use of exposed neon is limited to commercial uses and must be approved as part of a Comprehensive Sign Plan.
- Sources of signage light must not be visible except where lighting is an integral part of the signage design, and only as approved as part of a Comprehensive Sign Plan.
- Reverse pan channel sign lighting is allowed provided the light source is hidden and evenly distributed.
- Signs shall be unique and well designed to reflect the outstanding nature of the Cadence community.

### **Prohibited Signage or Design Specifications**

- Signs not approved as part of a Comprehensive Sign Plan.
- Reflective materials and trimming.
- Plexiglas backing material.
- Front lighted acrylic letters.
- Roof mounted signs.
- Change panel configurations.
- Exposed electrical wiring, conduit and connections.
- Hand painted letters
- Inflatable signs or other attention grabbers.
- Neon “open” or “closed” signs.
- Paper/vinyl letters, decals or printed temporary signs.
- Freestanding, blinking kinetic or arduous signs.
- Signs with any offensive graphic depiction or verbal material.