

IV. DESIGN GUIDELINES

F. SIGNAGE

The Menifee East community has a mixture of residential commercial, school, recreational and open space land uses. The type of signage discussed below will be desirable on a community-wide basis.

1. GENERAL INTENT

- a. Signage shall be attractive and subdued in keeping with the character of a contemporary urban environment.
- b. Signs shall be limited to community identification, direction and building or company identification only. Signs should not be used for product advertising.
- c. All business signs shall be compatible with the architecture of the buildings they identify.
- d. Commercial signage (Neighborhood and Retail) shall be limited to below-the-roofline and be consistent in color and theme. Road signs should be a maximum of 20 feet in height and be of a size only necessary for identification.
- e. Residential signs should be coordinated and integrated with the neighborhoods in which they are erected.
- f. All signs should be well integrated into site landscaping.
- g. All signs shall be compatible with the overall theme of the Menifee East Specific Plan area.
- h. All signs shall be of professional quality.
- i. No signs shall be painted directly on any building elevation.
- j. More specific Design Standards, including dimensional and locational criteria, should be formulated as part of the implementation of the Specific Plan, such as through CC&Rs.
- k. Signage design and schematics, showing location, size, dimensions, type style and colors, shall be submitted with the required plot plan for the commercial sites. Residential signage shall be controlled through CC&Rs or other appropriate mechanisms.

2. COMMUNITY ENTRY MONUMENTATION

- a. Signage for community entry monumentation is highly encouraged.
- b. Design of such monumentation shall be coordinated with street landscape and street furniture. Monumentation should inform the viewer, through written and symbolic graphics, that the planned community or development is being entered.

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- c. Monuments should be compatible with the design theme of the Menifee East Specific Plan and the developments or communities they identify.
- d. Entry monuments should establish the community or development design theme. Logo, logotype and color schemes shall be consistent throughout the area being identified.
- e. Entry monuments may be illuminated externally if they are consistent with the Menifee East Specific Plan design theme, glare is controlled and lighting sources concealed.
- f. Permanent, low maintenance materials such as stone, brick, other masonry or stucco should be used.

3. DIRECTIONAL SIGNAGE

- a. Directional signage, to identify and direct vehicular and pedestrian traffic to various on-site destinations, shall be allowed.
- b. Directional signage should be of consistent design throughout a project. Signage should be fabricated from the same materials, with a consistent color palette and a common graphic theme.
- c. Directional signs shall be small scale and of consistent dimensions and mounting height.
- d. Directional signage should be compatible with the architectural design of the project and with the design theme of the plan area.
- e. All directional signs shall comply with County Ordinance No. 679.

4. TEMPORARY SIGNAGE

- a. Signage identifying uses or activities temporary in nature, such as real estate sales and leasing, subdivision signage, contractors, design firms and developer signage associated with development or construction of buildings are allowed if consistent with the plan area design character.
- b. Temporary signage shall be located on or in close proximity to uses identified.
- c. Concise standards for temporary signage, including dimensional requirements, materials of construction, mounting heights, colors and graphic format should be prepared as part of the implementation of the Specific Plan, such as through CC&Rs.
- d. The multitude of signs associated with development, design, construction and leasing should be combined into one design for each project.

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5. NEIGHBORHOOD/RETAIL COMMERCIAL MONUMENT SIGNS

- a. Monument signs are the preferred signage type for the Specific Plan area.
- b. Monument signs should be setback twenty (20) feet from the face of curb (where no sidewalk is provided) and a minimum of fifteen (15) feet from the inboard edge of walk where a sidewalk or path is provided. Signs should be setback a minimum of fifteen (15) feet from property line and five (5') feet from any drive-way.
- c. Monument signs should have a concrete or masonry base and should be compatible with the building architecture.
- d. Double-sided monument signs are allowed.
- e. Monument sign lighting is allowed. External lighting is encouraged so long as the lighting source is well concealed and consistent with the plan area design objectives.

6. BUILDING MOUNTED SIGNS: NEIGHBORHOOD/RETAIL COMMERCIAL BUILDINGS

- a. Multi-tenant commercial buildings within areas zoned for commercial land use should have only one sign for each tenant.
- b. Tenant signage should be well integrated into the building design.
- c. Multi-tenant commercial facilities shall have a cohesive, well integrated signage program. The combined impact of all the tenant signage will be considered in the signage program design, review and approval.
- d. All multi-tenant signs should be constructed of the same or similar materials, have similar dimensions and coordinated colors.
- e. Internal illuminated channel letter signs are acceptable, but external, concealed and integrated lighting is preferred.
- f. As noted above, externally illuminated signage may be allowed when the lighting source is well concealed and signage design is consistent with the plan area design criteria.

7. MULTI-TENANT BUILDING SIGNS: NEIGHBORHOOD/RETAIL COMMERCIAL SIGNS

- a. Multi-tenant signage shall be coordinated with the building architecture occurring in a pattern on the building elevation.
- b. Multi-tenant signage should be subdued and more restrained than regular commercial signage. All multi-tenant signs should be constructed of the same materials, have similar dimensions and coordinated colors.

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- c. Signs should be similar in design having the same size, shape and color.
- 8. PROHIBITED SIGNS
 - a. Pylon signs shall be prohibited.
 - b. Revolving, rotating or moving signs shall be prohibited.
 - c. Signs with flashing or blinking lights shall be prohibited.
 - d. Can Signs shall be prohibited.
 - e. Roof signs shall be prohibited.
 - f. Projecting signs shall be prohibited.
 - g. Totem signs displaying the names of each tenant shall be prohibited.
 - h. Portable signs, including vehicles used as billboards, shall be prohibited.
 - i. Signs advertising or displaying any unlawful act, business or purpose shall be prohibited.
 - j. Any strings, pennant, banners, streamers, balloons, inflatable objects, flags, twirlers, propellers, noise-emitting and similar attention getting devices shall be prohibited, except:
 - 1) National, state, local governmental, institutional or corporate flags shall be allowed. Flag pole locations should be shown on the site plan for approval. Only one set of flags should be allowed on each site.
 - 2) Holiday decorations in season, used for an aggregate of 45 days in any one calendar year, shall be allowed.
 - 3) Pennants, banners or flags used in conjunction with subdivision sales offices and tract entry points should be allowed during the initial sales period.