

A7. SIGNAGE

Signs in Fallbrook should be designed to communicate in a simple, clear and uncluttered manner. They should be in character with the neighborhood they are in and the buildings and uses they represent.

1. GENERAL DESIGN CRITERIA

All signs should be a minimum size and height to adequately identify a business and the products or services it sells.

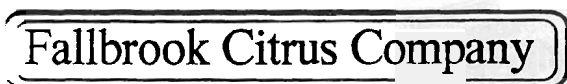
- All monument signs should be kept as low to the ground as possible.
- Signage design should be carefully integrated with the site and building design concepts to create a unified appearance for the total development. Within a development, signage should be consistent in location and design.
- Signs should be carefully located for safety so as not to block driveway views of oncoming traffic.
- Illumination should be projected onto the sign face. The light source should be fully shielded from view.

Color of all signs and sign components should be limited to 3 in addition to black and white.

• Typefaces should be chosen for their simplicity and clarity. Signs on older buildings are encouraged to use a typeface which was used in the period when the building was built.

• To calculate the size of a sign, measure:

1. The area of the box or outline which contains the sign, or
2. In the case of unboxed letters or symbols, the area of the smallest rectangle which would enclose all of the letters or symbols.



Fallbrook Citrus Company

Measure The Sign Box

MEASURING A BOXED SIGN



Fallbrook Citrus Company

Measure The Imaginary Box

MEASURING AN UNBOXED SIGN

3. Only one face of a double-faced sign with parallel opposing faces, and bearing identical copy, shall be used in calculating sign area. Signing and illumination shall be on two opposing faces only.

• Sign posts and other structural elements should be made of wood or metal with a white, black or natural stain finish. Reflective or bright colors should be avoided.

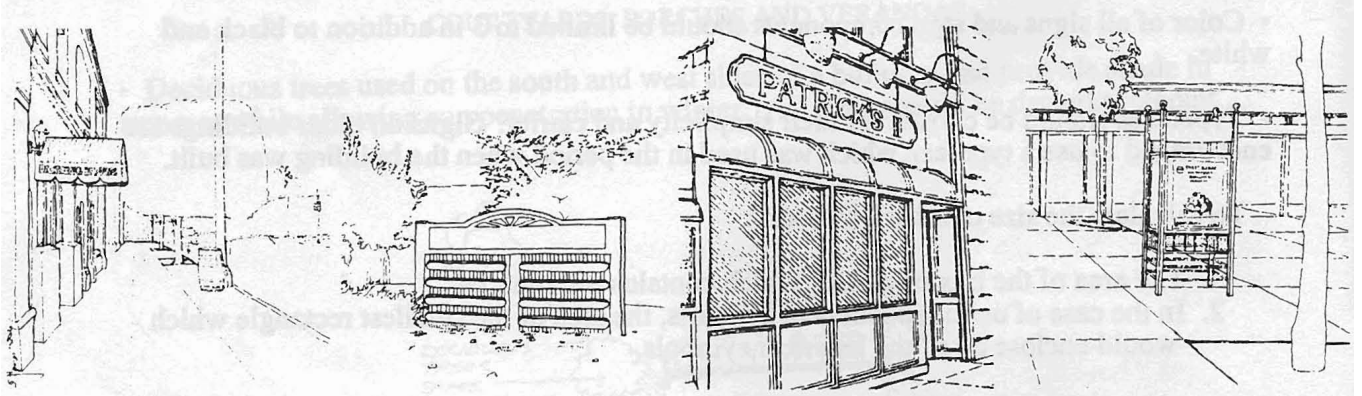
No sign, other than a sign installed by a public agency, should be placed in the public right-of-way on sidewalks or streets, except signs which hang over sidewalks in the Town Center. All overhead signs should clear adjacent sidewalks with a minimum headroom of 7 feet, and should project no more than 4 feet into a public right-of-way.

- No sign should be allowed above the highest portion of the building.

2. RECOMMENDED SIGN TYPES

The following types of signs are generally recommended by the Guidelines. Sections following indicate further recommendations based on uses and districts.

- **Awning Valance:** A sign or graphic attached to or printed on an awning's valance
- **Monument:** A sign supported by one or more uprights or braces on the ground, not exceeding 4 feet in height.
- **Hanging:** A sign attached to and located below any eave, canopy or awning.
- **Kiosk:** A small freestanding structure which has one or more surfaces.
- **Projecting:** Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.
- **Wall:** A sign affixed directly to an exterior wall or fence.
- **Window:** A sign affixed to or behind a window, no larger than 25% of the window on or behind which it is displayed.
- **Single Pole Hanging Sign:** A sign which is suspended from a horizontal arm which is attached to a pole no higher than 6 feet in height.

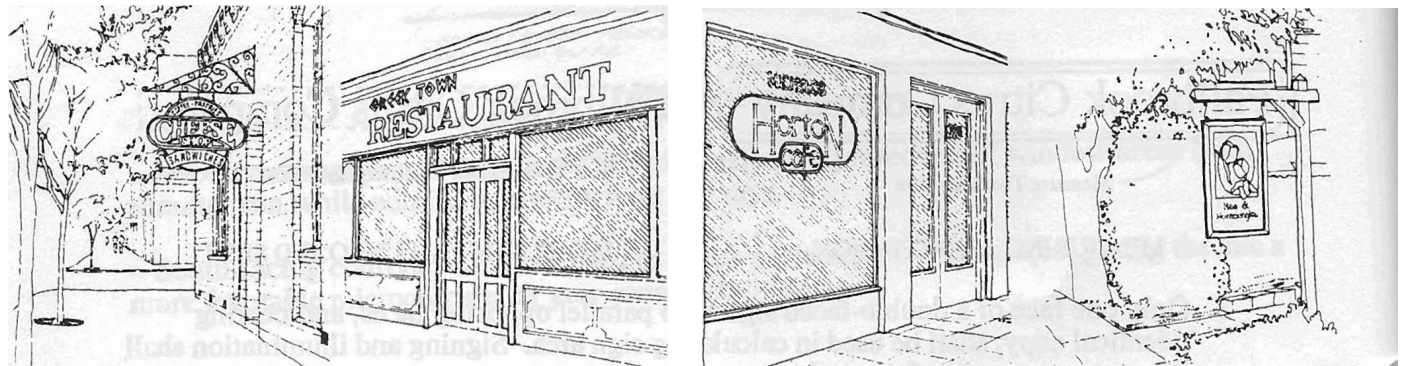


AWNING VALANCE

MONUMENT

HANGING

KIOSK



PROJECTING

WALL

WINDOW

SINGLE POLE HANGING

3. SIGN GUIDELINES BY USE

a. All Commercial and Industrial Development

- Letter and symbol height should be limited to a maximum of 8 inches.
- Where frontage is defined as the length of the building(s) facing the principal street of the development (each project can only have one frontage):
 - 1) For frontages up to 100 lineal feet, the total sign area should be limited to one square foot of sign area per linear foot of building frontage, to a maximum of 65 square feet.
 - 2) For frontages over 100 lineal feet, the total sign area should be limited to 3/4 square foot of sign area per linear foot of building frontage, to a maximum of 90 square feet.
 - 3) For projects with more than one tenant:
 - a) One sign to identify the complex allowing one square foot of sign area per lineal foot of total project frontage up to 75 square feet and
 - b) For each individual tenant on a public street or private drive, 1/2 square foot of sign area per lineal foot of tenant frontage, to a maximum of 25 square feet .
 - c) One building directory sign not exceeding 10 square feet in size may be allowed at each public entrance.

Sign types which are recommended for Commercial and Industrial developments:

- Awning Valance.
 - Monument.
 - Hanging.
 - Kiosk.
 - Projecting.
 - Wall.
 - Window.
 - Single Pole Hanging.
- Kiosk signs should be limited to 8 feet in height and only used on private property and incorporated into the design of a courtyard or other pedestrian space.

b. Town Center Commercial Development

- Sign types and guidelines which are recommended for the Town Center include all the types and guidelines listed for Commercial and Industrial developments except monument signs.

c. Multi-Family Residential Development

- There should be no more than one sign per multi-family residential development entry from a public street or road.

Sign area should be limited to 10 square feet for projects of less than 25 dwelling units, and 25 square feet for projects with 25 or more dwelling units.

- Sign types which are recommended: Wall, Hanging, Single Pole Hanging and Monument.

4. PROHIBITED SIGNS

- The following signs should not be used in Fallbrook:
 - Roof and parapet signs.
 - Internally illuminated plastic signs. Other plastic signs are discouraged, except where plastic is used only as raised letters.
 - Back lit signs which appear to be internally illuminated.
 - Pole signs over 6 feet high.
 - Portable or mobile signs.
 - Signs which cover or interrupt architectural features.