

**Signage for the Nokomis Center
Table 3-2**

| SIGN FEATURES | RECOMMENDATIONS FOR THE NOKOMIS CENTER | |
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| Community Service Signs | | |
| Welcome signs and other that identify a public place or facility such as hospitals, police stations, schools, etc. Community service signs also include historic markers. Entry signs will emphasize gateways to the Nokomis Center. | | |
| Street Signs | | |
| Provide information such as street names, directions, distances, and road characteristics (e.g., no outlet). Customized street and directional signs can be used to emphasize the Nokomis Center as a special place. | | |
| Billboards (Off-Site Advertising) | | |
| Large off-site signs that provide information for businesses located elsewhere. | County zoning regulations specify appropriate locations and minimum distances between new billboards. New billboards are prohibited along U.S. 41. Properties within the Nokomis Center with billboards shall not be subdivided for the purpose of creating a separate parcel for the off-site sign. | |
| Business Identification and Advertising Signs | | |
| Ground and Pole Signs | Freestanding sign supported by braces placed upon or in the ground and not attached to any building. Ground signs include pole signs, typically used by businesses that rely on auto-oriented traffic or with large setbacks from the road. | <ul style="list-style-type: none"> • Pole signs must be no taller than 15 feet high and can not exceed the bottom of the roofline of the building they advertise. • Pole signs must have a concealed support structure that is no wider than one half the width of the sign. • Wooden ground signs must be no higher than six feet and are encouraged on Colonia Lane. • Landscaping at the base of the sign is encouraged. |
| Monument Sign | Freestanding sign constructed on the ground with a continuous footing or foundation. The sign's foundation is at grade. | <ul style="list-style-type: none"> • Monument signs shall be no higher than ten feet. • Supporting structures must be entirely concealed. • The width of the enclosed support shall be one half to one third the width of the sign. |
| Wall Sign | Made of solid-face construction, mounted flat against the exterior of a building and projecting not more than twelve inches. Wall signs are best suited when the buildings are located close to the road or where the site layout does not lend itself to ground signs. | <ul style="list-style-type: none"> • Wall signs shall be located below the roofline and not above the second story windowsill in a multi-story building. • Must be architecturally compatible with the building(s) they identify. • Cannot be painted directly on the wall. |
| Changeable Copy Sign | Advertising on the sign face which is displayed for a limited time and changed to reflect advertising needs. | <ul style="list-style-type: none"> • Changeable copy signs shall be allowed only on monument signs. • The amount of copy must not be more than three lines. • The portion of the sign dedicated to changeable copy should be compatible with the balance of the sign. |