

## Exhibit B

### § 155.1305 ~~SIGNS~~.RESERVED

~~(A) — Intent. Signage is an integral and very noticeable part of a commercial use. Collectively, signage influences a street's character. They are one of the least expensive and most effective ways to enhance a storefront. With imagination and high quality design, signs can add a new level of visual excitement to the streetscape.~~

~~(B) — Guidelines.~~

~~(1) — The primary focus of downtown signs is that they should be oriented toward pedestrian traffic and not vehicular traffic.~~

~~(2) — Signs should be compatible with their building, neighboring buildings and the character of the Pflugerville's CBD.~~

~~(3) — All signs should be compatible with the respective architecture style.~~

~~(4) — Signs should present a clear message about the business they identify.~~

~~(5) — Signs should be consistent and harmonious with the architectural style of the property and the surrounding district.~~

~~(6) — Signs should convey the message with simplicity.~~

~~(7) — Signs should restrict copy to the name, address, function and logo of the establishment.~~

~~(8) — Signs should avoid rates and advertising of commodities and ancillary services.~~

~~(C) — Standards. One primary sign shall be installed and, if necessary, one secondary sign.~~

~~(D) — Graphics.~~

~~(1) — Guidelines.~~

~~(a) — The size and style of the graphic, its scale, proportion, design, material and texture as well as the size and style of the lettering, should relate to the building to which it is attached, with the property, and with the district.~~

~~(b) — The graphic should be attached to the building or otherwise supported on the premises in a manner that respects the spirit as well as the letter of these guidelines.~~

~~(c) — Signs for a row of storefronts in the same building should be of similar size, material, proportion, and location of the building. While it is not necessary for them to be all the same color or design, they should look like a family-reinforcing rather than competing with each other.~~

~~(d) — Maintain signs regularly and remove unused sign supports. Broken, faded signage and empty sign supports suggest a vacant or inactive business.~~

~~(e) — The letter style chosen should be appropriate to the business and the building.~~

~~(2) — Standards. Hard-to-read and overly intricate typefaces shall be avoided.~~

~~(E) — Sign Types. Signs other than those listed below are prohibited. With all of these sign types, simplicity is important. Signs should be designed in simple, straightforward shapes that convey their message clearly. Lettering styles should be simple, well proportioned, and easy to read. As a general guide, the number of type styles should be limited to two, and the text should occupy no more than 75% of the total sign panel.~~

~~(1) — Monument signs.~~

~~(2) — Sign bands~~

~~(3) — Wall signs~~

~~(4) — Projecting signs~~

~~(5) — Window signs~~

~~(6) — Banners~~

~~(7) — Sidewalk signs~~

~~(F) — Signage Materials.~~

~~(1) — Wood. Wood can be used for backing or lettering and is highly useful for a sign that has carved, recessed or dimensional lettering or decoration. Use wood that allows the grain to contribute to the design. Large pieces of wood can crack or check as they age—exterior plywood with protected edges can help solve this problem.~~

~~(2) — Metal. Metal can be used for backing or lettering. Copper, bronze, brass and stainless steel offer richness and durability. Gold and silver leaf, properly applied, can last for 50 years or more.~~

~~(3) — Glass. The transparency of glass allows graphics or lettering painted on its surface to float in place, while also allowing a view beyond. Glass can be etched or sand-blasted and lit from the bottom edge for dramatic effects. The area of glass used for the sign may also be entirely back-painted with a solid color after lettering has been applied.~~

~~(4) — Plastic. Plastic is most successful when used for individual letters. Large areas of plastic can look flimsy and cheap. If used as a backing, it should be made rigid or placed in a frame. Avoid vacuum-formed plastic faces in metal frames.~~

~~(G) — Sign Color. Coordinate sign and building colors so that the entire face of the building works together to look attractive and draw attention. Too many colors used together on a sign (or on adjacent signs) tend to overwhelm the viewer. It is best to limit the number of colors on a sign to three or four. Any additional colors should be used sparingly as accents.~~

~~(H) — Sign Contrast. Make sure that there is enough contrast between lettering and background colors. In general, lighter letters on a dark background are more legible than dark letters on a light background. This applies to signage on glass or on board backing. If a building contains a number of shops, it is best if all signs have dark backgrounds and light letters, or vice versa. Lack of this basic uniformity destroys the rhythm of a building's facade.~~

~~(I) — Sign Lighting. Well-lit signs are particularly important for stores that stay open at night. Even after hours, lighted signs, displays, and facades contribute to the safety, enjoyment and visual interest of the streetscape. Illuminated signs attract attention after hours and lend warmth to a commercial district. Exterior lights can be controlled by timers or photoelectric cells.~~

~~(1) — Guidelines.~~

~~(a) — If a building has multiple storefronts, the lighting for their signs should be coordinated.~~

~~(b) — If all storefronts have signs lit externally with hooded fluorescent lights, for example, all the lamp colors should be the same (i.e., all warm white, all cool white, and so on).~~

~~(2) — Standards. Use micro fluorescent tubes or neon to backlight solid letters or signs.~~

~~(3) — Incandescent Light. Spots or floodlights attached to the building facade and spaced at intervals can usually illuminate the full area of a sign. There are a variety of exterior fixtures that can be used as decorative elements from simple housings to elaborate, fluted, gooseneck fixtures. Attached to the building and spaced at intervals, use incandescent spot or floodlights to illuminate the full area of a sign.~~

~~(4) — Fluorescent Light. Properly shielded with hoods, a series of fluorescent fixtures can light signs more uniformly than incandescent spots. They are typically cooler in color, but new tube types can closely match the quality and color range of incandescent lights, which many people still prefer. Fluorescent fixtures typically look more utilitarian than incandescent ones and blend less easily with historic building facades; therefore, the provision of a valence to conceal the fixture is required. Provide a valence to conceal fluorescent light fixtures used on historic building facades.~~

~~(5) — Backlit Signs/Letters and Neon Light. Micro-fluorescent tubes or neon behind solid letters or signs can highlight a building's textured surface as well as provide a pleasant glow around an establishment's name. Neon signs and accent lighting are appropriate to the CBD, particularly to enliven and advertise evening entertainment uses that give it its unique identity. Neon lights are permitted in window signs only.~~

~~(6) — Up/Down Lighting. Although lighting signs from below is dramatic and allows fixtures to be more easily hidden, mounting fixtures above signs and lighting down avoids many weather and water-related problems.~~

~~(7) — Glare. Glare from unshielded lights makes adjacent signs or displays difficult to see. Bare bulbs are prohibited on all buildings. Overly bright signs, especially at night, can actually cause passers-by to look away rather than toward the sign and storefront.~~

~~(J) — Monument Signs. Freestanding or ground signs are seen from furthest away, often from automobiles. They should be used for business occupying residential buildings, which typically have no sign band or display window, and for businesses or spaces, such as rear parking lots, not visible from the street.~~

~~(1) — Monument Sign Standards.~~

~~(a) — Monument signs shall have an aggregate sign face area of no more than 8 square feet in area.~~

~~(b) — Maximum monument sign height shall be no more than 6 feet to the top of the sign and minimum sign height shall be no less than 4 feet to the bottom of the sign. These dimensions shall be measured from the top of curb elevation.~~

~~(c) — Use monument signs of no more than 4' in height to mark parking areas.~~

~~(d) — Materials and design shall be consistent with the architectural style of the building and complement with the surrounding areas.~~

~~(e) — Landscaping under monument signs shall consist of planting beds provided with at least 60% of landscape area of trees, shrubs, and/or floral with the other 40% consisting of lawn or other ground cover materials.~~

~~(f) — Landscaping shall leave the letters and design of the sign visible.~~

~~(g) — Monument signs are prohibited on streets listed on table 1 with the following exceptions for the rest of the Central Business District:~~

~~(i) — Monument signs are allowed in front of residences that have been converted to commercial uses; or~~

~~(ii) — To identify businesses in buildings not visible from the street.~~

~~(K) — Sign Bands.~~

~~(1) — Guidelines.~~

~~(a) — The sign band should be articulated or divided so that each section clearly relates to an individual store.~~

~~(b) — Multiple storefront buildings, should use signs of similar size, proportion and materials for each store.~~

~~(c) — Sign bands should coordinate colors in continuous sign band or among continuous signs.~~

~~(d) — Sign bands should vary the color of individual signs within a coordinate range.~~

~~(L) — Wall Signs. Often viewed from across the street, a wall sign will be legible from that distance. The sizes of a wall sign, within the allowable maximum, depends on the width of the street as well as the size of the business and contain simple information such as the name of the store and the type of business. Board signs use a background board, generally rectangular in shape, that contains the letters, graphic image and logo, where applicable. Individual letters mounted directly on a building can also create appealing signs. Carefully sized and designed micro-tube neon signs can add an element of excitement to the streetscape at night.~~

~~(1) — Guidelines.~~

~~(a) — Walls signs should be compatible with the architectural style of the building, neighboring buildings, and/or the character of the Pflugerville's CBD.~~

~~(b) — Wall signs should be carefully sized to fit in with the building's facade design and should avoid obscuring important architectural features such as cornices, piers, and pilasters, doorway pediments and upper floor windowsills.~~

~~(c) — Wall-mounted signs should align with others on the block, to maintain established patterns.~~

~~(d) — Wall signs should be located within a sign band when one exists, usually above the transom.~~

~~(e) — Where a sign band doesn't exist, the wall sign should be located between the first floor transom and the second floor windowsill or below the eaves/cornice on a one-story building.~~

~~(f) — Signs on main facades should generally use readable letter types; however, smaller letters for smaller stores and larger letters for larger stores are possible.~~

~~(g) — Internally illuminated individual letters are not encouraged, but back-lit letters are.~~

~~(2) — Standards.~~

~~(a) — No more than two signs, one primary, one secondary shall be installed.~~

~~(b) — The size of wall signs shall be limited to a maximum width of two-thirds of the width of the building front and a maximum height of one-third of the height of the space between the first floor transom and the second floor windowsill or eaves/cornice on one-story buildings.~~

~~(c) — Wall signs shall be located within the sign band if applicable.~~

~~(d) — Wall signs shall be located so as not to obstruct display areas.~~

~~(e) — Flush-mounted wall signs shall be located above the store-front display window or transoms and below the second-story windowsills.~~

~~(f) — Lettering on wall signs shall be between 8" to 16" in height and occupy no more than 65% of the board.~~

~~(g) — Internally illuminated box signs shall not be used.~~

~~(h) — Wall signs on the rear of buildings shall be no larger than 9 square feet.~~

~~(M) — Projecting Signs. High quality projecting signs can add a special character to the streetscape. Viewed from medium to short range, projecting signs can highlight the storefront and attract pedestrians' attention as they walk along the sidewalk. A three-dimensional object or special shape often makes the most effective projecting sign. Merchants can use these signs to express what is unique about their merchandise or their business; for example, a hammer-shaped sign for a hardware store, or an eyeglasses-shaped sign for an optometrist. The information on a projecting sign need not duplicate the information on the wall sign; it should augment the primary sign by describing the business in a different, more visual way. Projecting signs are not usually considered the predominate sign for any business.~~

~~(1) — Guidelines.~~

~~(a) — Projecting signs should be small and unique in character.~~

~~(b) — The design should be carefully coordinated with the building, the storefront and the design of the primary wall sign.~~

~~(c) — A projecting sign should complement or replace the principal wall sign. In a building with multiple storefronts, coordinate with other business owners for a uniform approach to either one or both types of signs.~~

~~(d) — Projecting signs should be located above the storefront display windows or transoms and below the second-story windowsills.~~

~~(e) — Projecting signs should be small and eye-catching; but should not block visibility of existing signs.~~

~~(f) — Projecting signs along storefronts should be spaced so that they do not obstruct each other in the pedestrian's line of vision.~~

~~(g) — The maximum surface area of the projecting sign should be nine square feet per face and lettering 4" to 10" high.~~

~~(h) — Projecting signs should be attached perpendicular to the building, and normally project more than 15 inches, but no more than 36 inches from the building.~~

~~(i) — Signs should not project more than six feet from the facade of the building, or half the width of the sidewalk, whichever is less.~~

~~(j) — Projecting signs should be positioned along the first floor level of the facade and, should align with others on the block to create a rhythm.~~

~~(k) — Projecting signs should have no less than eight feet of clearance between the sidewalk and the lowest part of the sign.~~

~~(l) — The maximum distance between the projecting sign and the face of the building should be one foot.~~

~~(m) — The bracket from which the sign hangs should be part of the overall sign design. If several stores within a building are to have projecting signs, their design and placement should be considered together, and in general they should be hung at the same height.~~

~~(n) — Internally illuminated projecting sign boxes tend to look heavy and are strongly discouraged.~~

~~(2) — Standards. If the sign is suspending or is a projecting sign above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining and maintaining in force liability insurance for such a sign and such amount as the Administrator may reasonably from time to time determine, provided that such liability insurance shall be at least \$500,000.00 per occurrence per sign.~~

~~(N) — Window Signs. White, light colors or gold leaf are most legible for graphics on glass. Signs taped to the glass or painting a temporary sign on the glass in neon colors is not desirable.~~

~~(1) — Guidelines.~~

~~(a) — The amount of information to convey, the importance of information, the design of the display area and the design of the storefront should all be considered in determining the height of the letters.~~

~~(b) — Window signs should be seen from short range, in front of the store.~~

~~(c) — Window signs should be used to provide information that is more detailed and to complement the window display.~~

~~(d) — Small stenciled letters, addresses or logos should be used for window signs; do not paint large areas of glass.~~

~~(e) — Lettering may be hand painted directly on glass, etched in glass or applied with vinyl, die-cut letters.~~

~~(f) — Window signs should use lettering 1/2" to 8" high.~~

~~(g) — Colors and lighting should be appropriate to the building and neighborhood.~~

~~(h) — Signs painted on second-floor windows are seen from a greater distance than those on first floor windows, and the letter size and amount of information should be adjusted accordingly.~~

~~(i) — Temporary signs should be hung a foot or more behind the glass, fixed to a rigid backing board and highlighted with display spotlights.~~

~~(2) — Standards.~~

~~(a) — Window signs shall be designed to be pleasing and to aesthetically enhance storefronts.~~

~~(b) — Window signs shall be compatible with the architectural style and the surrounding areas.~~

~~(c) — Window sign area on first floor windows shall cover no more than 20% of the total window area.~~

~~(d) — Window sign area on second floor windows shall cover no more than 25% of the total window area.~~

~~(e) — Window signs shall be geared to the pedestrian and be at eye level.~~

~~(f) — Interior signs shall be within 36" of the window so as to be readable from the exterior.~~

~~(g) — Neon tubes may not be used on larger signs or to accent a letter or logo, or to outline significant building features.~~

~~(O) — Awning/Canopy Signs. Historically, awnings served as protection from the elements for storefront activities. In addition, they may serve to identify a business and differentiate storefronts. Signs on awnings or canopies can complement or become the primary wall sign. When a single business occupies several bays of a storefront, a small wall sign at each bay, or a sign on each awning or canopy, can be very effective in discreetly repeating the name of the business. More numerous, smaller signs also contribute to a fine-grain pedestrian experience along the sidewalk. The only information appropriate for this sign panel shall be the business name, address, and logo.~~

~~(1) — Guidelines.~~

~~(a) — Canopies should be designed as an integral component of the building.~~

~~(b) — Canopies should be in proportion to the overall building facade and supporting framework should not block pedestrian movement.~~

~~(c) — In many cases the sign should be limited to the skirt panel.~~

~~(d) — Awnings should be in proportion to the overall building facade, architectural style and should match the width of the storefront or window opening.~~



~~(e) — Upper floor awning should be mounted within the window opening.~~

~~(f) — Canvas, or some other type of durable fabric, is the most appropriate material for awnings and canopies. The color, font, and design of the projection should be both complementary to the building and the color and details of other buildings and signs nearby.~~

~~(g) — Awnings on a single structure should have a consistent color and pattern with the building and surrounding areas.~~

~~(2) — Standards.~~

~~(a) — A standard street-level awning shall be mounted so that its valance is approximately 8-1/2 feet above the sidewalk, directly over an individual window opening or bay without covering storefront elements such as cornices or piers.~~

~~(b) — The awning or canopy sign shall be restricted to 25% of the awning or canopy.~~

~~(c) — Retractable awnings shall be recessed within the storefront bay, so it does not compete with the structure of the base.~~

~~(d) — The awning shall project no more than six feet from the building, and typically, includes a 12-inch valance attached at the awning bar. The valance shall remain unfixed and is the only portion of the awning that may serve as sign panel.~~

~~(e) — Awnings on the storefront level shall not extend into the second story of the building facade.~~

~~(f) — Lettering 6" to 8" high shall be used.~~

~~(g) — Sign copy shall be centered on the awning to achieve symmetry.~~

~~(h) — Awnings shall be kept in good repair and be replaced when fading and deterioration occurs.~~

~~(i) — Awnings materials shall be fire-rated.~~

~~(j) — All awning and canopies shall be assessed on case-by-case basis by the Building Official.~~

~~(P) — Banners. Banners can be a lively way to announce a special event or seasonal theme. They are most effective when using a bold design and brightly colored shapes or letters.~~

~~(1) — Standards.~~

~~(a) Banners materials shall include cloth, plastic, or other materials which have been tested and shown to have long life expectancy and resistance to the elements.~~

~~(b) Banners shall be attached to or suspended from any structure, staff, pole, line framing or vehicle.~~

~~(c) Bright colors shall be appropriate because they stand out against light-colored backgrounds.~~

~~(d) A banner shall be not larger than 16 square feet in area.~~

~~(e) Banners shall be kept in good repair and be replaced when fading and deterioration occurs.~~

~~(f) Banners are allowed to be placed up to six times a year for a period of not more that three weeks. Only one banner is allowed per business at any one time.~~

~~(Q) Sidewalk Signs. Sidewalk signs are often referred to as sandwich signs.~~

~~(1) Standards.~~

~~(a) One sidewalk sign per business shall be allowed.~~

~~(b) Sidewalk signs shall be located next to the curb edge of the sidewalk in such manner so not to interfere with pedestrians or opening of parking car doors.~~

~~(c) Sidewalk signs shall be placed in front of a storefront during business hour only.~~

~~(d) Sidewalk signs shall be placed so to maintain a minimum four-foot pedestrian walkway.~~

~~(e) Sidewalk signs shall maintain a clear building ingress and egress.~~

~~(f) Sidewalk signs shall not obstruct any loading zone.~~

~~(g) Sidewalk signs shall not be placed within six feet of any street intersection.~~

~~(h) Sidewalk signs shall be no less than three feet and no more than four feet high.~~

~~(i) Sidewalk signs shall be no less than 18 inches and no more than two feet wide.~~

~~(j) Sidewalk signs shall feature the name of the business.~~

~~(k) Sidewalk signs shall not advertise any service or product not available at the related business.~~

~~(l) Sidewalk signs shall not have additional signs taped or attached to the base sign.~~

~~(m) Sidewalk signs shall be kept in good repair at all times.~~

~~(n) If the sidewalk in front of a building is less than six feet wide exclusive of the curb lawn, the business may not display a sandwich sign on the sidewalk area.~~

~~(o) An unobstructed passage of 48 inches shall be maintained for wheelchair travel on a sidewalk.~~