

**Table 153.065-G: Sign Types Permitted in BSD Zoning Districts**

<b>Sign Type</b>	<b>Code Section Reference</b>	<b>Sign Intent</b>
<b>Ground Sign</b>		
Ground Sign	§153.065(H)(7)(a) Table 153.065-H	Ground signs are intended primarily for buildings with greater front and corner side setbacks.
<b>Building-Mounted Signs</b>		
Wall Sign	§153.065(H)(7)(b) Table 153.065-I	Building-mounted signs are intended to provide visibility for pedestrians and vehicles approaching from different directions and to create a diversity of signs along an active streetscape.
Awning Sign		
Projecting Sign		
Window Sign		
<b>Building Identification Sign</b>		
Building Identification Sign	§153.065(H)(7)(c) Table 153.065-J	Building identification signs are intended to identify major building tenants and large-scale commercial development in the Bridge Street District. Building names or street address numerals may be used in lieu of a tenant name.
Identification Plaques		Plaques, medallions, or other smaller identification signs intended for pedestrian use may be used to identify individual building names or addresses, denote significant historical or other building characteristics, and other similar purposes.
<b>Other Permitted Signs</b>		
Directory Sign	§153.065(H)(7)(d) Table 153.065-K	Directory signs are intended to provide identification for upper story tenants and/or tenants that are otherwise not permitted an individual identification sign. Directory signs may also be used for restaurant menus and other similar uses.
Display Sign		Display signs are intended to advertise goods or services. Display signs may change frequently and may be attached to or located within 3 feet of a window on the interior of the building. Examples include products for sale or display, and signs that show or describe goods or services offered.
Sandwich Board Sign		Sandwich board signs are intended to be used in areas with high pedestrian and commercial activity.