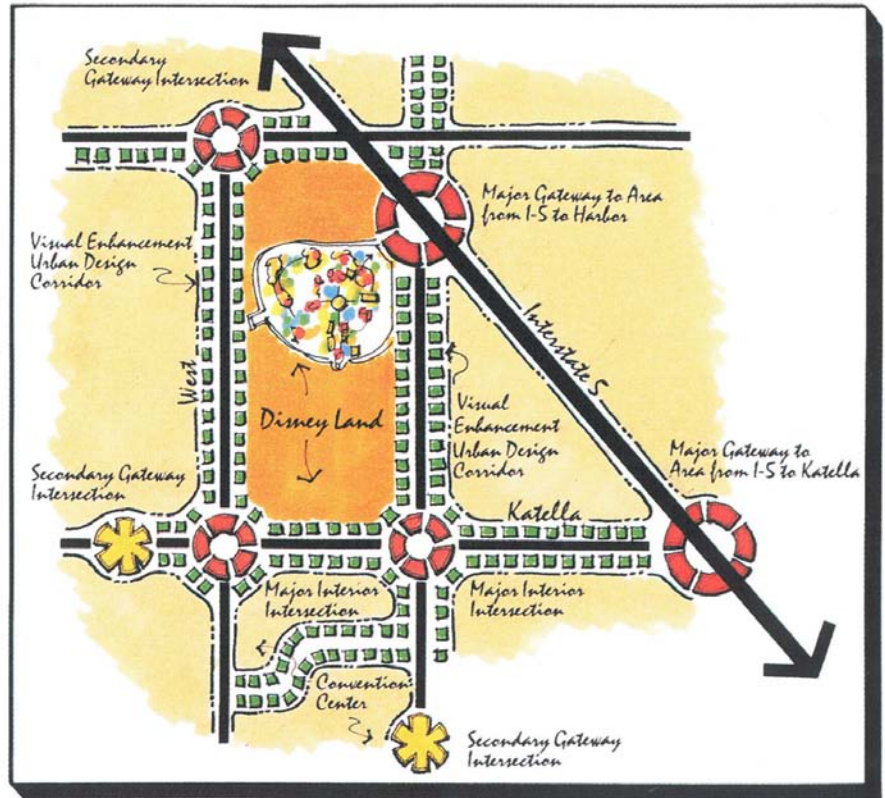


CR DISTRICT DESIGN ENHANCEMENT PROGRAM

ANAHEIM, CALIFORNIA

The City of Anaheim selected the collaboration of Urban Design Kilday Studios and P&D Technologists to prepare a comprehensive Transportation/Land Use Strategy Plan and Image Enhancement Plan for the area adjacent to Disneyland and the Anaheim Convention Center. UDKS prepared the Design Enhancement portion of the study which included design guidelines, streetscape plans, cost estimating, entry monumentation, and non-conforming sign removal incentive program. Also included as part of this program were several meetings with merchants in the project area to ascertain what physical improvements could be initiated to improve the aesthetics and economic growth of the area.



Client: City of Anaheim, CA
Planning Department

Hotels are the only structures permitted to have graphics above the first floor of the building elevation. These buildings may have a freestanding and wall-mounted building signs.

Building identification wall graphics will consist of individually fabricated letters and/or symbol. The use of a sign enclosure will not be acceptable. These signs may be lit, but only with internal illumination.

Letters may be located no closer than one half the letter to the top, sides and bottom of the building parapet, or the top of the window line below the graphics. Any applied graphics must be attached to the building without the use of applied visible supports or raceways. The building wall materials and sign attachments should be designed to withstand the weight of the graphics with electrical transformer(s) contained within.

The building material should be able to accommodate the changing of graphics if there is a name change.

The following guide shall be observed for letter and symbol height:

Floor Height	Maximum Letter Height	Maximum Symbol Height	Symbol Only Maximum Height
1-2	1'6"	1'10"	3'0"
3-4	3'6"	3'10"	7'0"
5-9	4'0"	4'5"	8'0"
10-15	5'0"	5'6"	10'0"

A maximum of one name and symbol may be located on each of two nonadjacent building elevations.

*Special signing treatments on entrance awnings or canopies are permitted for hotels. See the Permitted Sign Matrix for Freestanding Sign Standards.



Awning/Canopy sign

