

Exhibit “B”

Comparison Chart

| <u>Existing Riverland MSP Regulations</u> | <u>Proposed Riverland MSP Regulations</u> | <u>City Sign Code Regulations</u> |
|--|--|---|
| <u>Community Monuments</u> Intended for the perimeter of the DRI. Maximum of 4 signs 300SF | <u>Master Primary Monument</u> Intended for the perimeter of the DRI. Maximum of 6 300SF | The City Sign Code does not address this type of sign. |
| <u>Community Amenity Signs</u> Intended for amenity and recreational sites. Limited in number only by the amount within the DRI and not per site. Maximum of 12 signs within the DRI. | <u>Master Amenity Signs</u> Proposed at individual entrances to amenity properties or recreational areas. One (1) sign per site. | <u>Freestanding Signs</u> Entrance signs for any non-residential property or site. <3 Acres = 32SF 3-4.9 Acres = 60SF 5-9.9 Acres = 100SF 10-19.9 Acres = 150SF 20 and greater Acres = 200 |
| <u>Community Directional</u> Along ROWs providing direction to specific parts of the DRI. Maximum 24 signs 64SF | <u>Wayfinding</u> Along ROWs providing direction to specific parts of the DRI. Maximum 100 signs 64SF. | The City Sign Code does not address this type of sign. The only comparison is small 2SF instructional signs. |
| <u>Decorative Standards Signs</u> Advertising banners on poles within Riverland. | <u>Riverland Lifestyle Signs</u> Advertising banners on poles within Riverland. | The City Sign Code does not address this type of sign. |
| <u>Welcome Signs</u> Free standing signs on the exterior tracts within Riverland to provide signage smaller than the Master Primary Monument signs. Maximum 14 signs 72SF | <u>Monument Signs</u> Free standing signs on the exterior tracts within Riverland to provide signage smaller than the Master Primary Monument signs. Maximum 30 signs 72SF | The City Sign Code does not address this type of sign. |
| <u>Lifestyle signs/Banners</u> 64SF | <u>Feather Flags</u> 50SF | <u>Feather Flags</u> Permitted only for Model Home Sites. 45SF |

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|---|---|---|
| <u>Event/Sales Banners</u> Temporary signs. 45SF | <u>Paseo/Open Space/Recreational Tracts Signs</u> Temporary signs within the Riverland Developments. Maximum 10 signs per parcel or site. 64SF | <u>Temporary signs</u> Temporary signs for MPUDs are permitted by aggregated square footage for each site. Under 5 acres = 32SF 5 Acres and greater = 60SF |
| <u>Directional/Event</u> Maximum 15 internal sign per project 24SF each. | <u>Temporary Informational signs</u> No limit on the amount. Residential parcels = 32SF Non-Residential parcels = 100SF | <u>Temporary signs</u> Temporary signs for MPUDs are permitted by aggregated square footage for each site. Under 5 acres = 32SF 5 Acres and greater = 60SF |
| N/A | <u>Temporary Non-Residential Tenant Banners</u> Businesses with >100 linear feet of frontage = 60SF Businesses with over 100 linear feet of frontage = 120SF | The City Code does not permit banners. |
| N/A | <u>Non-Residential Monument Signs</u> Tracts >5 acres are permitted a maximum of 4 signs. Tracts 5 acres and over are permitted a maximum of 8 signs. All sign are permitted to be 300SF. | <u>Freestanding Signs</u> Entrance signs for any non-residential property or site. <3 Acres = 32SF 3-4.9 Acres = 60SF 5-9.9 Acres = 100SF 10-19.9 Acres = 150SF 20 and greater Acres = 200 |
| N/A | <u>Non-Residential Information and/or directional signs</u> Maximum 30 signs per site 32 SF | The City Sign Code does not address this type of sign. The only comparison is small 2SF instructional signs. |
| N/A | <u>Electrical Changeable Copy Signs</u> Maximum overall sign size = 46SF Digital sign portion = 23SF | The City Sign Code does not allow this type of sign other than within the Institutional Zoning District. <u>Institutional Zoned properties</u> Maximum 20SF digital sign permitted within an approved freestanding sign. |