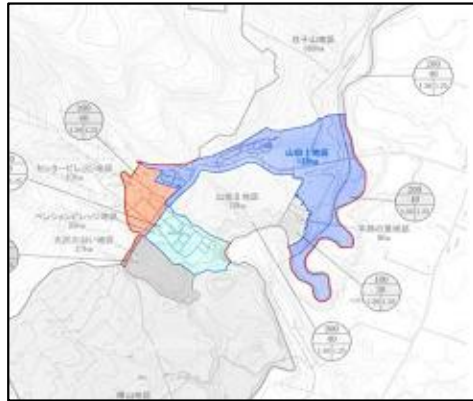


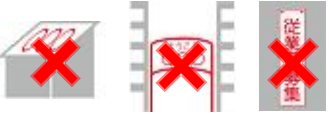
Guidelines for commercial displays/signs on Hirafu Area (Draft)

Subject area



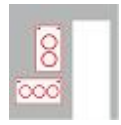
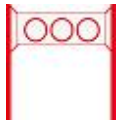
Center Village district
Pension Village district
Yamada I district











Basic rules

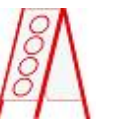



Color	No fluorescent colors; and Should give an unified impression of the respective facility and should coordinate with townscape.
Font & graphics	No restrictions
Language	Japanese names should be written in Roman letters.
Illumination	Illumination: Mandatory Luminance: < 300 cd/m ² Lamps that flash or rotate are prohibited.
Other prohibited items	Arched signs and rooftop signs; No sign should be installed on roofs, balcony or railings; and No poster or handbill display. 


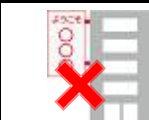


Rules by type

Event signs	Installation method	Standing signs	Standing flags and other flags	Posters, handbills	Banners
					
These are displayed to promote lectures, exhibitions, concerts, sport events or annual events.	The area of a sign surface	< 2.0 m ²	< 0.75 m ²	< 0.75 m ²	No regulation
	The total area of a sign	< 5.0 m ²	< 1.5 m ²	< 1.5 m ²	No regulation
	The total area of one premises	No regulation			
	Height:	< 5.0 m No extension on/over sidewalk			No regulation When the sign extends to the sidewalk, the vertical distance between the ground and the bottom of the sign > 3.0 m When the sign extends to the carriageway, the vertical distance between the ground and the bottom of the sign > 4.5 m
	No. of installations	No regulation			
Other	Lighting installed as needed.	Installed in accordance with the common criteria			

On-premise commercial signs Installed on the premise of businesses/sales offices, these may include name, address, business type, logos, trademarks of the business, or the names or description of merchandise handled.	Installation method	On the wall	Extended (Arm type)	On the ground	Rooftop or on the roof
					
	The area of a sign surface	The smaller of 2.0m ² or 5% of the wall.	< 0.3 m ²	< 2.0 m ²	Sign should not be displayed.
	The total area of a sign	< 5.0 m ²			
	The total area of one premises	Sum of the areas of all signs/displays on the premises including posters, standing signs and other movable signs < 10m ²			
	Height:	< 5.0 m When the sign extends to the sidewalk, the vertical distance between the ground and the bottom of the sign > 3.0 m			
No. of installations	No regulation.				

Real estate business signs On the premises or on the building, address, name of real estate business, contact, indication of the property handled by the real estate business (signs necessary for handling the property)	Installation method	Signs necessary for handling the property		Signs that show "For Sale", "Opening in the year XXXX" or other advertisement purposes	
		On the ground	On the wall	On the ground	On the wall
					No installation
	The area of a sign surface	< 1.0 m ²			
	The total area of a sign	< 1.0 m ²			
	The total area of one premises	< 1.0 m ²			
Height:	< 3.0 m No extension on/over sidewalk				
No. of installations	No. of signs per business or sales office: 1				

Posters, standing signs and other movable signs Installed on the premises of businesses/sales offices, these may include name, business type, logos, trademarks of the business, or name or description of merchandise handled. Limited to those signs of original design for the business/sales office.	Installation method	Standing signs	Standing flags and other flags	Commercial banners	Utility pole ad plates, advertising balloon
					
	The area of a sign surface	< 0.4 m ²	< 0.75 m ²	The smaller of 2.0 m ² or 5% of the wall.	Sign should not be displayed.
	The total area of a sign	< 0.8 m ²	< 1.5 m ²	< 5.0 m ²	
	The total area of one premises	Sum of the areas of all signs/displays on the premises including on premises commercial sign < 10 m ²			
	Height:	< 1.0 m	< 2.0 m	< 5.0 m	
		No extension on/over sidewalk			
No. of installations	No regulation				
Other	Spinning signs are prohibited. It can not be displayed other than own business premises or sales offices.				

Commercial guide sign These are installed other than on premises to direct people to the business premises, sales office or handled property by indicating names, directions and distances.	Installation method	On the wall	Extended (Arm type)	On the ground	Rooftop or on the roof
					
Sign should not be displayed.					