Signage shall be flat against the building with downward facing lights that have been submitted in separate file. Signage shall be no larger than 4' tall and 10' wide per business. Entire sign structure shall be flush with the building exterior. Signage shall not light up or have any moving or blinking parts. Lighting the the sign will be the exterior lighting that has already been mentioned. Signage may be metal or other solid material and shall not be a banner or any other flimsy material that would be subject to short term weathering.