

SIGN PERMIT PACKAGE



For properties within Heritage Districts or Individually Designated Properties

PLANNING DEPARTMENT
BUILDING INSPECTIONS DEPARTMENT





Sign Permit Checklist for Heritage Properties

Applicable to:

- Properties located within the Downtown Heritage Resource District or Haggard Park Heritage Resource District
- Individually Designated Heritage Properties

Links: [Heritage Resources Map](#) | [Individually Designated Heritage Properties](#)

Step 1 - Review Sign Standards

The appropriate heritage district design standards/guidelines and Zoning Ordinance (Downtown Business/Government District Sign Regulations) should be reviewed prior to submitting a sign application to ensure the proposed sign will meet both, heritage districts and building permit standards. Please view links below to review Plano's sign standards.

- [Downtown Standards – Chapter 6 - Signs](#) (*Downtown Properties Only*)
Questions? Contact: Heritage Preservation Officer
Phone: 972-941-7151
- [Haggard Park Guidelines – Section 11- Signs](#) (*Haggard Park Properties Only*)
Questions? Contact: Heritage Preservation Officer
Phone: 972-941-7151
- [Zoning Ordinance](#) (Article 10.800.6 – Downtown Business/Government District Sign Regulations)
Questions? Contact: Code Compliance Representative
Phone: 972-941-7140

Step 2 – Complete Applications

The applicant must complete a Certificate of Appropriateness (CA) application (Heritage Commission review) **and** a Sign Permit application (Building Inspection review) before review can begin. See Step 4 for submittal procedures.

For all proposed Window (Decal) Signs that are less than 15% of an individual window area, only a CA application is required and no Sign Permit application is required.

- [Certificate of Appropriateness Application](#)
Questions? Contact: Heritage Preservation Officer
Phone: 972-941-7151
[Website](#)

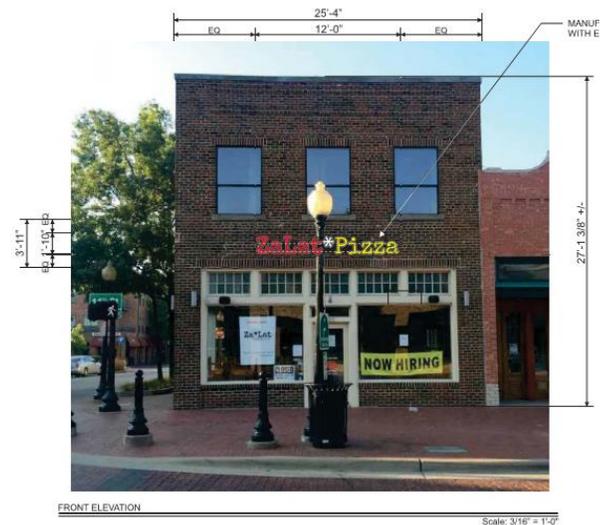
- [Sign Permit Application](#)
Questions? Contact: Permit Technician
Phone: 972-941-7140
[Website](#)

Step 3 – Complete Sign Illustration Requirements

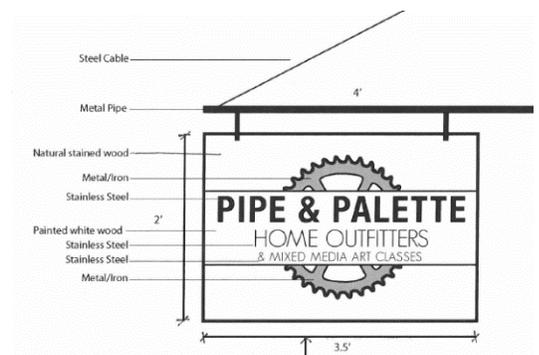
Below is a list of information that is needed with the Certificate of Appropriateness and Sign Permit applications. The same sign illustration may be included for both applications. Please review sign standards provided in Step 1 to ensure the sign type is permitted in the heritage district.

- Proposed sign drawing, sketch, or a photograph illustrating the following five sign details:

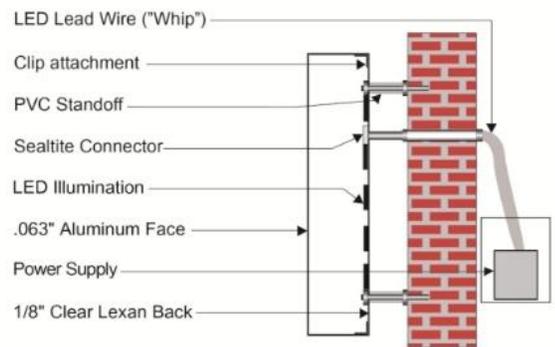
- Sign location(s)
 - Illustrate the location of the wall with the proposed sign
 - Illustrate and label the dimensions of the overall width and height of building facade to which the sign will be attached
 - For projecting/hanging signs, illustrate and label the proposed height (pedestrian clearance) from the sidewalk
 - Illustrate the site location for freestanding pole/monument/armature signs
- Sign dimensions
 - Illustrate and label the height, width, depth (thickness) and total square footage of sign which includes supporting brackets or any other structural element. Indicate if the sign is single-sided or double-sided
- Sign material
 - Illustrate the sign text, material, finish, and color
- Sign attachment method and details
 - Illustrate how the sign will be attached to the wall with material specifications and dimensions
 - Illustrate and label dimensions of any projections from the wall
- Lighting details and attachment method (if illuminated)
 - Illustrate the type, location, and attachment details for any proposed exterior lights
 - Provide a specification sheet of the proposed lighting fixture.



Sign Location Illustration Example



Sign Dimensions and Sign Material Illustration Example



SIDE VIEW

Sign Attachment Method and Lighting Detail Illustration Example (Reverse Channel Lit Sign)

Step 4 –Submit Sign Permit Package

Two separate applications are required to be submitted to the city. However, the same sign illustration (Step 3) may be included for both applications. The application review cannot begin until both applications are submitted to their respective departments as outlined below. Sign reviews may take up to ten business days, beginning on the day both applications are received.

Certificate of Appropriateness (CA) Application Submittal Materials

- [Completed CA Application with signed notary](#) (Step 2)
- [Sign Illustration](#) (Step 3)

Submit by email at bhavesm@plano.gov, fax: 972-941-7396, or in person/by mail at 1520 K Avenue, Suite 250, Plano, Texas 75074

Sign Permit Application Submittal Materials

- [Completed Sign Permit Application](#) (Step 2)
- [Sign Illustration](#) (Step 3)
- Application Fee - \$75.00 Non-Illuminated Sign or \$95.00 Illuminated Sign Fee
- Contractor Registration Requirement - the sign contractor must be registered with the city in order to pull a permit. If there is no sign contractor, the merchant/property owner must register as a contractor to pull a permit.

Submit in person at 1520 K. Avenue, Suite 140, Plano, Texas 75074

Step 5 –Approval Process

Once the necessary documents as outlined in Step 4 have been submitted, you can expect the following review and approval process:





CERTIFICATE OF APPROPRIATENESS (CA)

WORK APPLICATION HERITAGE COMMISSION PAGE 1 OF 2



Subject Property Information *(complete the following)*

Address _____ City _____ Zip Code _____

Name of Resource (Historic Name/Current Name) _____

Proposed Work *(check the appropriate boxes to indicate the type of project)*

- Exterior Alteration
- New Construction/Addition
- Restoration
- Sign
- Doors/Windows
- Exterior Painting/Stucco/Repointing
- Roof
- Fence
- In-kind Repairs
- Other *(specify)* _____

Description of Work

Please describe in detail all proposed exterior work. Attach additional pages, if necessary.

Items Required with Submittal

Staff reserves the right to request any additional information necessary to complete the review of the requested work. Documents may be submitted digitally or in 8½" x 11" format. Please fold to appropriate size if larger.

- Dimensioned Site Plan to include:
 - Scale, north arrow, street names and address
 - Footprint of all existing and proposed structures
 - Location/type of driveways and sidewalks
 - All existing and proposed building setbacks (front, rear, side, structure to structure).
 - All existing and proposed parking and fencing
- Photographs of the affected areas
- Dimensioned sketches or architectural floor plans, all four elevations, and building sections of the proposed work drawn to legible scale. Drawings shall clearly distinguish between existing and proposed work.
- Specifications, materials, colors, and samples of materials to be used

Application Deadline *(for CA's requiring Heritage Commission approval)*

Applications for Exterior Alteration, New Construction, Addition, Restoration, or Murals must be reviewed and approved by the Heritage Commission. **The Commission meets on the fourth Tuesday of every month at 6.00 pm. Completed CA applications must be submitted by 5:00 pm approximately one month before the scheduled Commission meeting.** See Application Submittal and Meeting Schedule for exact dates. Incomplete or late applications will be rescheduled to the Heritage Commission meeting the following month.

CERTIFICATE OF APPROPRIATENESS (CA)

WORK APPLICATION HERITAGE COMMISSION PAGE 2 OF 2

Subject Property Owner and Authorization *(sign and notarize)*

Name *(signature required below)* _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____ Email _____

Owner, check ONE of the following:

I will represent the application myself; OR

I hereby designate _____ *(name of applicant)* to act in the capacity as my agent for submittal, processing, representation, and/or presentation of this request. The designated agent shall be the principal contact person for responding to all requests for information and for resolving all issues of concern relative to this request.

I hereby certify that I am the owner of the property and further certify that the information provided on this development application is true and correct.

Owner's Signature _____ Date _____

STATE OF TEXAS:

COUNTY OF:

BEFORE ME, a Notary Public, on this day personally appeared _____ *(printed owner's name)* the above signed, who, under oath, stated the following: "I hereby certify that I am the owner for the purposes of this application; that all information submitted herein is true and correct."

SUBSCRIBED AND SWORN TO before me, this the _____ day of _____, 20_____.

Notary Public in and for the State of Texas

Project Representative *(complete if designated by subject property owner)*

Purchaser Tenant Preparer of Work Application

Architect/Engineer/Contractor Other *(specify)* _____

Name _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____ Email _____

Application for Sign Permit

Building Inspections Department
 1520 K Ave. Suite 140 Plano, TX 75074
 email: buildingpermits@plano.gov
 o: 972-941-7140 f: 972-941-7187
www.buildinginspections.org



Permit Number:

Part 1. Project Location Information			
Project Address:		Suite/Bldg#:	
Property Owner or Tenant Name:		Phone:	
		Email:	
Part 2. Description of Work			
Square Footage of sign: _____		Valuation of Work:	
Part 3. Type of Sign			
<input type="checkbox"/> Wall Sign <input type="checkbox"/> Freestanding Sign (monument or pole) <input type="checkbox"/> Temporary Sign <input type="checkbox"/> Flagpole <input type="checkbox"/> Banner* <input type="checkbox"/> Promotional*			
*Banner / Promotional Timeframe: (beginning date)		(end date)	
Sign Reads:			
Business Name:		Illuminated: Y <input type="checkbox"/> N <input type="checkbox"/>	UL Listing/File # <small>Reference following page</small>
Provide elevation direction the new sign will be facing: N <input type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W <input type="checkbox"/>			Will the sign be place over the business for which it is intended? Y <input type="checkbox"/> N <input type="checkbox"/>
Provide store front lineal feet (lineal footage of wall area available for sign(s) or lease space lineal ft.			
Part 4. Contractor	Address	City/State/Zip	Phone
Sign:			
Electric:			
<p><i>AN ISSUED PERMIT BECOMES INVALID IF THE WORK ON THE SITE AUTHORIZED BY THE PERMIT DOES NOT COMMENCE WITHIN 180 DAYS OF ISSUANCE, OR IF THE WORK ON THE SITE IS INCOMPLETE DUE TO SUSPENSION OR ABANDONMENT 180 DAYS AFTER THE WORK COMMENCED. ALL PERMITS REQUIRE FINAL INSPECTION.</i></p> <p>I HEREBY CERTIFY THAT I AM AN AUTHORIZED AGENT OF THE OWNER, AND HAVE THE OWNER'S CONSENT TO ENTER ONTO THE PROPERTY TO COMPLETE THE WORK. AFTER CLOSE REVIEW OF THIS APPLICATION, I FURTHER CERTIFY THAT THE INFORMATION PROVIDED IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, THE WORK SHALL COMPLY WITH ALL PROVISIONS OF LAWS AND ORDINANCES, WHETHER SPECIFIED OR NOT. THE GRANT OF A PERMIT DOES NOT PRESUME TO GIVE AUTHORITY TO VIOLATE OR CANCEL THE PROVISIONS OF ANY FEDERAL, STATE, OR LOCAL LAW REGULATING CONSTRUCTION OR THE PERFORMANCE OF CONSTRUCTION.</p>			
Date:	Your name (Printed):	Signature:	
Email:	phone:	fax number:	Call when Ready <input type="checkbox"/> or Mail <input type="checkbox"/>
<small>*****office use only*****</small>			
Zoning:	PD Reqmnts:	Overlay:	Classification:
Length of Elev:	Max. Allowed SF:	Provided SF:	CO#:
Elevation:			
Width Coverage:	Projection:	Height of Sign:	Front Setback:
			Adj. Prop. Setback:
			Spacing:
Comments:			
Permit Technician Approval:		Date:	
Plans Examiner Approval:		Date:	
Permit Received By:		Date:	

CHAPTER 6: SIGNS



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Signs are important visual elements in Downtown Plano. Balancing the functional requirements for signs with the objectives for the overall character of the area is a key consideration. Orderly sign location and design can make fewer and smaller signs more effective.

The design standards promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings in order to meet the community's desire for quality development. This chapter provides design standards for the treatment of historic signs, and the design of new signs. All signs throughout the city are subject to the requirements of the Plano Zoning Ordinances, which provides the definitions and legal framework for a comprehensive and balanced system of signage.

FOR MORE INFORMATION

See web link to:

Preservation Brief 25: The Preservation of Historic Signs

<http://www.nps.gov/tps/how-to-preserve/briefs/25-signs.htm>

TREATMENT OF HISTORIC SIGNS

Historic signs contribute to the downtown character. These signs also have individual value, apart from the buildings to which they are attached. Historic signs of all types should be retained and restored whenever possible.

Historically, most signs were relatively small in scale. Many were suspended below the canopies, to be read by pedestrians. Others were mounted flush with the building face, often fitting within architectural “frames” or “sign bands” that were built into the façade. The earliest signs had no illumination, but later indirect lighting appeared, in which lamps focused onto the sign surfaces. Internal lighting and neon appeared later, perhaps in the 1930’s.

All Historic Signs

While all historic signs should be retained whenever possible, it is especially important when they are a significant part of a building’s history or design.

6.1 Consider history, context, and design when determining whether to retain a historic sign.

Retention is especially important when a sign is:

- Associated with historic figures, events or places.
- Significant as evidence of the history of the product, business or service advertised.
- A significant part of the history of the building or the historic district.
- Characteristic of a specific historic period.
- Integral to the building’s design or physical fabric.
- Integrated into the design of a building such that removal could harm the integrity of a historic property’s design or cause significant damage to its materials.

Historic Wall Signs

Historic painted wall signs, or “ghost signs” should be left exposed whenever possible, and should not be restored to the point that they no longer provide evidence of a building’s age and original function.

6.2 Leave historic wall signs exposed whenever possible.

6.3 Do not “over restore” historic wall signs.

- Do not restore historic wall signs to the point that all evidence of their age is lost.
- Do not significantly re-paint historic wall signs even if their appearance and form is recaptured.
- It is acceptable to restore a ghost sign to some degree and it still would be historic.



Historic painted wall signs, or “ghost signs” should be left exposed whenever possible.

DESIGN OF NEW SIGNS

Whether it is attached to a historic building or associated with new development, a new sign should exhibit qualities of style, permanence and compatibility with the historic building and surrounding context.

Sign Character, Content And Lighting

A sign should be in character with the materials, colors and details of the building. Its content should be visually interesting and clearly legible. Illumination sources should be shielded to minimize glare and light pollution. Note that all sign lighting must also conform to the lighting regulations included in the Plano Code of Ordinances.

6.4 Design a sign to be subordinate to the overall building composition.

- Design a sign to be simple in character.
- Locate a sign to emphasize design elements of the facade itself.
- Mount a sign to fit within existing architectural features using the shape of the sign to help reinforce the horizontal lines of the building.
- All sign types should be subordinate to the building and to the street.

6.5 Use sign materials that are compatible with the architectural character and materials of the building.

- Use permanent, durable materials that reflect the downtown context. Such materials may include painted or carved wood, individual wood or cast metal letters or symbols, and painted, gilded or sandblasted glass. Vinyl or plastic material is inappropriate.
- Painted metal or forged signs may also be appropriate if they are compatible with the architectural character of the building.
- Do not use highly reflective materials on a sign.

6.6 Do not obscure character-defining features of a historic building with a sign.

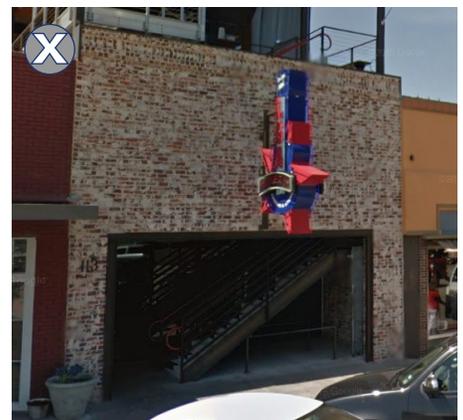
- A sign should be designed to integrate with the architectural features of a building, not distract from them.



Design a sign to be simple in character.

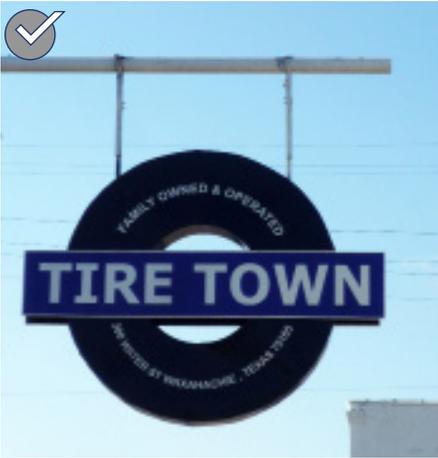


Use sign colors, materials and details that are compatible with the overall character of the building's facade.



A sign should be subordinate to the overall building composition.

Design a sign to be subordinate to the overall building composition. The sign should be located to fit within existing architectural features.



Use a simple typeface design and colors that contribute to legibility and design integrity.



Sign content shall be designed to be visually interesting and clearly legible.



Direct lighting at signage from an external, shielded lamp.

6.7 Use colors that contribute to legibility and design integrity.

6.8 Use a simple typeface design.

- Avoid hard-to-read or overly intricate typefaces.
- Use a typeface that is similar to traditional typefaces in the area when possible.

6.9 Consider using a compatible, shielded light source to illuminate a sign.

- Direct lighting towards a sign from an external, shielded lamp.
- Do not overpower the building or street edge with lighting.
- Use a warm light, similar to daylight.
- If halo lighting is used to accentuate a sign or building, locate the light source so that it is not visible.
- Back lit signs are inappropriate.

Sign Installation On A Historic Building

When installing a new sign on a historic building, it is important to maintain its key architectural features and to minimize potential damage to the building facade.

6.10 Avoid damaging or obscuring architectural details or features when installing signs.

- Minimize the number of anchor points when feasible.
- Do not penetrate brick when attaching a sign to a masonry building.
- Install at mortar joints.



When installing a new sign on a historic building, minimize potential damage to the building.

DESIGN OF SPECIFIC SIGN TYPES

A variety of sign types may be appropriate if the sign contributes to a sense of visual continuity and does not overwhelm the architecture of the building.

Awning Sign

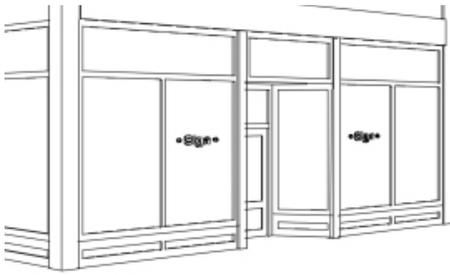
An awning sign is any sign painted or applied to the face, valance, side or top panel of an awning.

6.11 Use an awning sign in areas with high pedestrian use.

6.12 Use an awning sign when other sign types would obscure architectural details.



Use an awning sign when other sign types would obscure architectural details.

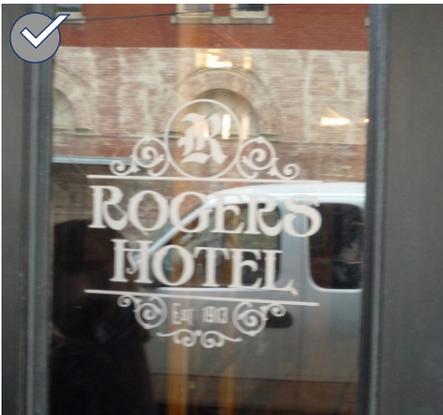
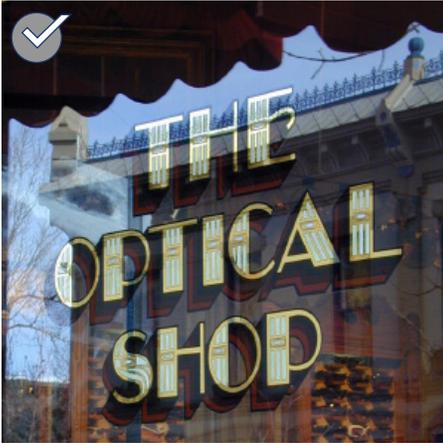


Window Sign

A window sign is any sign, banner, poster, or display located on the internal or external surface of the window of any establishment for the purpose of advertising services, products, or sales available within such establishment.

6.13 Design a window sign to minimize the amount of window covered.

- Scale and position a window sign to preserve transparency at the sidewalk edge.



Design a window sign to minimize the amount of window covered.



A window sign is used for the purpose of advertising services, products, or sales within the establishment.

Wall Sign and Painted Sign

A wall sign is any sign attached parallel to, but within six (6) inches of a wall of a building including individual letters or cabinet signs. Painted signs are physically painted onto the exterior material of the building.

6.14 Place a wall sign to promote design compatibility among buildings.

- Place a wall sign to align with other signs on nearby buildings.

6.15 Place a wall sign to be relatively flush with the building facade.

- Design a wall sign to minimize the depth of a sign panel or letters.
- Design a wall sign to sit within, rather than forward of, the fascia or other architectural details of a building.

6.16 Place wall signs to integrate with historic building details and elements.

- Do not obstruct the character-defining features of a building with signage.
- Locate a flush-mounted wall sign to fit within a panel formed by decorative moldings or transom panels where they exist.
- Install at mortar joints.



Design a wall sign to fit within, rather than forward of, the architectural details of a building.



Painted signs should be legible and appropriate for the context of Downtown Plano.



Projecting and Hanging Signs

A projecting sign is attached perpendicular to the wall of a building or structure.

6.17 Design a bracket for a projecting sign to complement the sign composition.

6.18 Locate a projecting sign to relate to the building facade and entries.

- Hanging or projecting signs should be centered on the façade or positioned at the corner, ideally above the business entrance or to the side of the door.
- Signs should provide clearance from the sidewalk as regulated by the Zoning Ordinance.



Design a bracket for a projecting sign to be decorative or complementary to the sign composition.

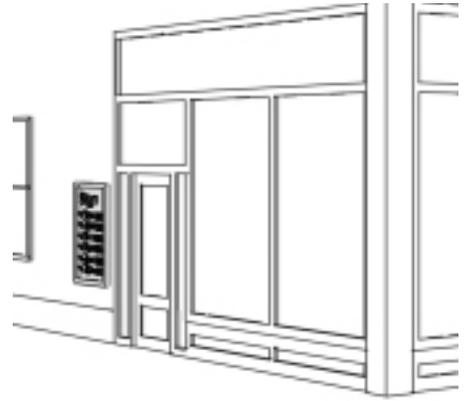


Directory Sign

A directory sign displays the tenant name and location for a multi-tenant building where there are two or more tenants without direct outside access to a public street.

6.19 Use a directory sign to consolidate small individual signs on a larger building.

- Use a consolidated directory sign to help users find building tenants.
- Locate a consolidated directory sign near a primary entrance on the first floor wall of a building.



A tenant panel or directory sign displays the tenant name and location for a building containing multiple tenants.



Interpretive Sign

An interpretive sign refers to a sign or group of signs that provide information to visitors on natural, cultural, and historic resources or other pertinent information.

Generally, interpretive signs should comply with the design standards for the sign type that is the closest match. The standards below apply to a common freestanding sign type.

6.20 Design an interpretive sign to be simple in character.

- The sign face should be easily read and viewed by pedestrians. An interpretive sign should remain subordinate to its context.
- The interpretive sign may not depict a commercial product brand name or symbolic logo that is currently available.



An interpretive sign refers to a sign or group of signs that provide information to visitors on natural, cultural, and historic resources or other pertinent information.



Murals

Murals are paintings or other work of art executed directly on a wall which reflect a cultural, historic, or environmental event(s) or subject matter from Plano.

6.21 Design murals with material appropriate to Downtown Plano and its environs.

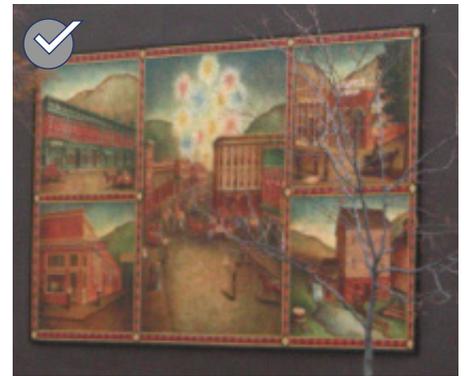
- The mural may not depict a commercial product brand name or symbolic logo that is currently available.
- The content should reflect a cultural, historic or environmental event(s) or subject matter from Plano.
- The content should not contain logos or names of any business entity.

6.22 Integrate a mural into overall building design.

- The mural should complement the wall on which it is placed.
- It should not obscure key features of a historic building.
- It is inappropriate to paint a mural directly onto a building wall that has not been previously painted. If the building wall has not been previously painted, the mural should be attached to the wall.
- Murals painted directly onto a building shall only be allowed for previously painted buildings or buildings with stucco siding.
- Murals shall only be appropriate along an interior secondary wall (not facing a street) or a rear wall. Murals located on interior secondary walls should be set back a minimum of fifteen feet from the primary facade.
- Buildings should have no more than one mural at a time.



Painted murals should only be allowed for previously painted buildings.



Murals may be attached to the wall.



Interior secondary walls with existing stucco siding are appropriate locations for painted murals and should be set back a minimum 15 feet from the primary facade.



Kiosks

A sign kiosk is typically a series of configured sign panels.

6.23 Locate a sign kiosk in an appropriate context.

- Sign kiosks are generally provided by the city for wayfinding or for interpretive information. Other applications may be considered by the review authority on a case-by-case basis.
- Sign kiosks are appropriate in small plazas or areas offset from the primary public sidewalk.

Other Sign Types

All sign types that are not mentioned here, but which are permitted in the Downtown Business/Government District, should adhere to the standards in this chapter.



.6 Sign Regulations

(ZC 2014-12; Ordinance No. 2014-7-12)

A. Purpose

The purpose of this section is to regulate the construction of new signs and alterations made to existing signs to ensure consistency with the historic, urban, pedestrian-oriented nature of this district, and the dense, compact development absent in other areas of the city. The objective of this section is to ensure (1) that new signage is appropriate to the architectural design of the building and the district and (2) that signs do not visually obscure significant architectural features of a building or the district in general.

B. General Provisions

i. Issuance of Sign Permit and Certificate of Appropriateness

Signs shall conform to the criteria in this section and to appropriate city codes, including obtaining a Certificate of Appropriateness if located in a Heritage Resource Overlay District, prior to issuance of a sign permit. (*ZC 2016-025; Ordinance No. 2016-8-6*)

ii. Compatibility with Building Architecture

Signs should generally be designed to be compatible with the architectural composition of the building and the district and not obscure any architectural accent, pattern, or object on the original structure.

iii. Sign Materials

Sign finish materials shall be one of the following:

- a. Metal, painted or enameled.
- b. Cold cathode tube (neon).
- c. Carved relief in stone or cast stone.
- d. Wood or carved wood which is painted or sealed.
- e. The use of plastic on the exterior of a sign is prohibited, except on a marquee and institution signs.

iv. Lighting of Signs

- a. All electrical shall comply with the currently adopted version of the National Electrical Code.
- b. Buildings and signs may be illuminated by remote light sources provided that these light sources are shielded to protect adjacent properties.
- c. No illuminated sign may contain flashing or moving elements or change its brightness. (Exception: historic signs.)
- d. No sign, except a marquee and institution signs, may be illuminated by fluorescent or back lighting. Institution signs with a reader board/electronic message center shall be illuminated in accordance with Sec. [22.300.6](#) (Exception: historic signs.)

v. Historic Signs

Historic signs shall not be calculated in the number or area of allowed signs for the purposes of this ordinance. They shall not be considered nonconforming unless deemed noncontributing through the Certificate of Appropriateness process.

vi. Pedestrian Clearance

A minimum clearance of seven feet shall be maintained below signs that are located over a walkway area measured from the walkway surface to the lowest part of the sign. (Exception: projecting signs that extend no more than 20 inches from a wall.)

vii. Community Special Events

City Council or the City Manager may authorize signs to advertise patriotic, special events, or special projects of general public interest.

viii. Encroachment onto Public Right-of-Way

Any sign that is located upon or overhangs a public right-of-way shall be governed by a franchise agreement with the City of Plano.

ix. Special Event Signage

Special event signage shall be reviewed as part of the overall Special Event Permit as set out in the Code of Ordinances, City of Plano.

C. Signs Exempt

Signs with a sign area under four square feet and used in the operation of a business, such as hours of operation, credit cards accepted, and parking information shall not require a sign permit.

D. Signs Allowed/Prohibited

i. Allowed Signs

The following signs shall be allowed:

- a. All signs specifically permitted in this section.
- b. Development or construction signs.
- c. Real estate signs.

ii. Prohibited Signs

The following signs are prohibited:

- a. Any sign not specifically permitted by this section is prohibited.
- b. Any sign that flashes, blinks, revolves, or is put into motion by the atmosphere will not be permitted unless otherwise allowed in this section.
- c. Portable signs, except for a-frame or sandwich board signs, will not be permitted.

E. Permitted Signs

- i. A-frame/Sandwich Board Sign
- ii. Armature Sign
- iii. Awning Sign
- iv. Banner Sign
- v. Directory Sign
- vi. Hanging Sign
- vii. Institution Sign
- viii. Marquee Sign
- ix. Municipally-owned Sign
- x. Mural Sign
- xi. Onsite Directional Sign

- xii. Projecting Sign
- xiii. Wall Sign - Attached
- xiv. Window Sign

F. Sign Standards

i. General

- a. Each business with direct first floor access is permitted one hanging, awning, or wall sign and one armature sign per street frontage.
- b. Each building is permitted one building identification sign.

ii. A-frame/Sandwich Board Signs

a. General

No more than one a-frame or sandwich board sign per business shall be allowed, and a minimum of four feet of clear sidewalk shall be maintained at all times. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements.

b. Sign Area and Size

No a-frame or sandwich board sign shall exceed eight square feet per face or four feet in height. The entire sign structure shall be calculated as the total of sign area.

iii. Armature Signs

a. Sign Area

The sign area of any one face shall not exceed 16 square feet in area. The sign area of an armature sign shall not comprise more than 70% of the entire sign structure.

b. Sign Size

The maximum height of an armature sign structure shall be six feet. The maximum width shall be four feet.

c. Location

An armature sign may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle and is a minimum of six feet from the outside curb line.

iv. Awning Signs

a. Sign Location

The awning sign shall be located within the center 75% of the frontage of the awning, the tenancy, or the building face, whichever is least. Awning signs must maintain a minimum border of one inch between the letters or logo and the edge or a change of plane.

b. Sign Size

The maximum size of letters shall be eight inches. A logo may extend up to 12 inches tall provided the appropriate border is maintained.

v. Banner Signs

a. General

Each business shall be allowed two banner permits per calendar year, and each permit shall be good for a maximum of 30 days. A minimum of 30 days shall be required between each banner permit. Banners shall be kept in good repair and remain firmly anchored or secured.

b. Location and Content

No more than one banner sign shall be permitted across the facade of a building or business or in any other location on a single property. The city, or an agent of the city, may mount banners on street light standards and/or across the street for special events, subject to installation policy and the following regulations:

- i. A banner must display artwork or a message that pertains to the district, a holiday, a welcome, or a special event.
- ii. Up to ten percent of the effective area of a banner may contain the words or logos that identify a sponsor of a cultural event or activity.
- iii. No more than two banner signs shall be permitted across any one street between two intersecting streets.

vi. Building Identification Signs

Building identification signs shall be considered as projecting signs or wall signs, attached or painted, for purposes of this section, except when historic.

vii. Directory Signs

a. General

On multi-tenant buildings where there are two or more tenants without direct outside access to a public street, a directory sign may be allowed. One directory sign per street, alley, or mews face is permitted. (*ZC 2016-025; Ordinance No. 2016-8-6*)

b. Type

A directory sign may take the form of an armature sign, projecting sign on ground floor of a building, or wall sign on ground floor of a building and must follow the regulations for each.

c. Sign Area

A directory sign may contain four square feet, with an additional one-and-a-half square feet, for each tenant having a separate lease space, up to a maximum area of ten square feet.

viii. Hanging Signs

a. Location

Hanging signs must maintain a minimum clearance of seven feet above the sidewalk and one foot from the curb.

b. Sign Area

No hanging sign area shall exceed six square feet in area per face.

ix. Marquee Signs

a. General

Marquee signs shall be permitted only on a theater or performance hall. Only one marquee sign shall be allowed for each building containing a theater or performance hall.

b. Lighting

A marquee sign may have backlighting, exposed incandescent bulbs, or neon lighting.

c. Sign Area

The sign area of a marquee sign on a facility with a seating capacity of 750 or less may not exceed 100 square feet in area, including all sign faces. The sign area of a marquee sign on a facility with a seating capacity of more than 750 may not exceed 200 square feet.

d. Sign Size

Marquee signs must not exceed six feet in height and must maintain a minimum clearance of eight feet above the sidewalk.

x. Municipally-owned Signs

Municipally-owned signs shall be regulated by Sec. [22.300](#).

xi. Mural Signs

Mural signs shall be regulated by Sec. [22.300](#). (ZC 2016-025; Ordinance No. 2016-8-6)

xii. Onsite Directional Signs

Onsite directional signs shall not exceed eight square feet or 30 inches in height and shall not contain advertising.

xiii. Projecting Signs

a. General

Projecting signs greater than 20 inches in width must maintain a minimum clearance of seven feet above the ground or sidewalk and two feet from the curb. A projecting sign must not extend above the wall to which it is attached.

b. Sign Area and Structure Size

A projecting sign located within seven feet of the ground or sidewalk shall not exceed five square feet in area per face. The area per face of a projecting sign located over seven feet above the ground or sidewalk shall be calculated based on the total height of the wall to which the sign is attached at one square foot per one foot of wall height. The maximum height of the total sign structure shall not exceed one-third of the total height of the wall to which it is attached and shall not project more than six feet.

xiv. Wall Signs - Attached

a. General

An attached wall sign must be mounted parallel to the wall surface and may not extend above the wall to which it is attached. Attached wall signs may not project more than six inches from the wall surface.

b. Sign Area and Structure Size

The maximum permitted sign area for a single business or single store-front shall be one square foot per linear foot of business frontage along a public street, alley, or mews. The width of the sign structure shall not exceed half the width of the business's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached. *(ZC 2016-025; Ordinance No. 2016-8-6)*

c. Wall Signs Used for Building Identification Purposes

The sign area for an attached wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign structure shall not exceed half the width of the building's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached.

xv. Wall Signs - Painted

a. Sign Area

The maximum permitted sign area for a single business or single store-front shall be one square foot per linear foot of business frontage along a public street, alley, or mews. The width of the sign shall not exceed half the width of the business's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached. *(ZC 2016-025; Ordinance No. 2016-8-6)*

b. Wall Signs Used for Building Identification Purposes

The sign area for a painted wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign shall not exceed half the width of the building's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

xvi. Window Signs

a. General

Window signs shall only be permitted on the ground floor of a building.

b. Sign Area

- i. No window sign or signs shall cover more than 25% of any individual window.
- ii. Window signs that exceed 15% of an individual window shall obtain a permit, unless the sign is a noncommercial temporary sign. All

window signs located in a Heritage Resource Overlay District, except for Incidental Signs, require a Certificate of Appropriateness. (ZC 2016-025; Ordinance No. 2016-8-6)

- iii. Window sign area shall not exceed 40 square feet on any facade.
- c. Signs may be applied to, attached to, or located within 12 inches of a window on the interior of the establishment.

xvii. Institution Signs

Institution signs shall not exceed 32 square feet with a maximum height of six feet, and shall be monument-type signs. Required setback shall be eight feet from the front property line (or any property line adjacent to a street) and 30 feet from any adjoining property line. Institution signs are limited to one per street front along major streets only as defined by Sec. [10.800.5A.i](#)