

# SIGNAGE IN OLD TOWN CENTER DISTRICT

## *Charles to Kealy & Elm to Church*

### TYPES OF SIGNS

- **Primary Building Façade (as determined by the property owner):** Only one of the following: awning, canopy or marquee, wall, low profile/monument or projecting sign
- **Secondary Building Façade:** One secondary entrance sign.
- **Other Signs:** Each building is allowed three additional signs, which may be one each of a hanging sign, sandwich board sign, or window sign.

### Definitions:

- **Awning or canopy signs.** Awning or canopy signs are limited to a maximum total of 20 square feet for all surfaces.
- **Hanging signs.** Hanging signs are designed for installation under an awning or canopy perpendicular above the sidewalk. There shall be a minimum clearance of 7 feet between the sidewalk surface and the bottom of the sign. Hanging signs shall have a maximum height of three (3) feet and be no longer than a maximum of 50% of the awning or canopy width. Hanging signs shall be aligned perpendicular with the building entrance.
- **Projecting signs.** Projecting signs are limited to a maximum of 15 square feet of surface per side (maximum of two sides). There shall be a minimum clearance of 7 feet between the sidewalk surface and the bottom of the sign. Maximum projection from the building shall be five (5) feet.
- **Sandwich board signs.** Sandwich board or A-frame signs are limited to a maximum of 6 square feet of surface per side and no more than 2 feet in width. If a sandwich board sign is used, the sign shall be placed in such a fashion as to maintain a clear pedestrian route along the sidewalk. The width of the clear pedestrian route shall be as determined by appropriate federal or state accessibility standards.
- **Secondary entrance signs.** A secondary entrance sign is allowed on a Secondary Building Façade with an entrance that is accessible to the public. A secondary entrance sign may be a wall sign or projecting sign not to exceed twelve (12) square feet in size. . A tenant sign and secondary entrance sign shall not be installed on the same façade.
- **Tenant signs.** Tenant signs allowed only when multiple tenants exist in a single building and each tenant has an individual separate primary entrance. Each tenant is allowed one (1) tenant sign which can be either a wall sign or a projecting sign. Tenant signs shall be limited to a maximum of twelve (12) square feet in size. No tenant sign shall project above the highest point of the building, excluding any rooftop mechanical structures, chimney, elevator shafts, ventilators or other such facilities.
- **Window signs.** Window signs are limited to a maximum of 30% coverage of the total glass area of the window on which they are placed. This shall include anything attached to the exterior and/or the interior of the window as well as any other materials that are placed or displayed within one (1) foot of the interior of the window. Informational signs not exceeding 3 square feet in area that display business hours of operation or the open or closed status of the business shall be exempt from this requirement.
- **Wall signs.** Wall signs are mounted directly to the building façade and do not project outward from the face of the building. Wall signs are limited to a maximum of fifty (50) square feet in area.

# GETTING A NEW SIGN IN OLD TOWN

## LIGHTING & MATERIALS

- **Lighting:** Externally lighting only (no internally lit signs)
- **Materials:** Wood, metal, molded polyurethane or masonry sign faces
- **Lettering:** Mounted, painted, engraved or vinyl lettering
- **Colors:** No materials or paints that are extremely bright, fluorescent or neon in color; limited use of neon lighting on signs is allowed

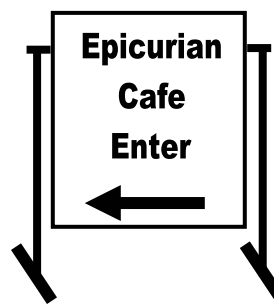
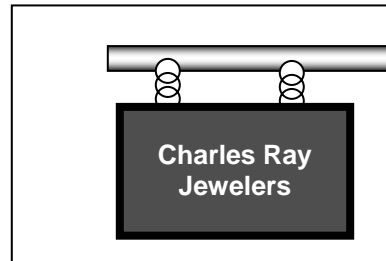
## DESIGNING A SIGN

- We recommend you hire a professional sign designer, but it is not required. However, all monument, low profile, hanging, wall, projecting, entrance/exit, awning/canopy signs must be *installed* by a licensed sign contractor so it is generally easier to hire a professional to both *design* and *install* the sign.
- Make sure your designer/installer knows the rules that apply to Old Town
- Keep in mind the historic look and feel in Old Town by avoiding modern looks with simple fonts and minimal decorative detail
- Remember that a sign is the first impression you give about your business. Poorly designed or generic looking signs on the outside may give customers an impression of poor quality on the inside.

### Think This



### Not This



## GETTING THE SIGN APPROVED

- Once your sign is designed, it must be approved by the Old Town Design Review Committee. It's always a good idea to meet first with the Old Town Development Coordinator, Sarah McLain (972)219-3736 who can generally tell applicants what problems the committee is likely to have with the sign.
- At least seven business days in advance of your meeting with the OTDRC, you must submit a completed application.
- After your sign is approved by the OTDRC, you may fill out a sign permit from the Building Inspections Department and install your sign.