

SIGNAGE IN OLD TOWN DESIGN DISTRICT

135 to Railroad & College to Purnell (Excluding Center District)

TYPES OF SIGNS

Primary Building Façade (as determined by the property owner)

- Only one of the following: **wall, low profile/monument** or **projecting** sign
- Window signs also allowed
- Tenant signs allowed only when multiple tenants exist in a single building and each tenant has an individual separate primary entrance.

Secondary Building Façade

- One wall sign per secondary façade
- Window signs also allowed

Definitions:

- **Wall signage.** Wall signs located on the primary building façade shall be limited to a maximum of fifty (50) square feet in size. Wall signs located on secondary building façades shall be limited to a maximum of twenty-five (25) square feet in size. No wall sign shall project above the highest point of the building, excluding any rooftop mechanical structures, chimney, elevator shafts, ventilators or other such facilities.
- **Low profile/monument signage.** Low profile signs shall be located adjacent to the primary building façade and shall be limited to a maximum of forty (40) square feet in size. If the property is zoned in a zoning district that allows zero foot front and side yard setbacks, then the sign is allowed to be located at the property line. Otherwise, the sign shall be setback at a minimum of three feet from the property line. Low profile signs shall also have a maximum height of four (4) feet measured from finish grade.
- **Projecting signage.** Projecting signs shall only be allowed on the primary building façade. They shall be dependent upon the building for support and shall be limited to a maximum of thirty (30) square feet in size. The maximum projection shall be six (6) feet measured from the building façade and the maximum sign thickness shall be five (5) feet. This type of sign shall not project beyond the property line. There shall be a minimum clearance of 7 feet between the finished grade and the bottom of the sign when located over a pedestrian area, and a minimum clearance of 14 feet from the finished grade and the bottom of the sign when located over a vehicular area.
- **Entrance, exit, directional signs.** One (1) on-premise entrance, exit or directional sign shall be allowed at each driveway location. They shall be limited to a maximum of four (4) square feet in size. They shall also have a minimum setback of three (3) feet from the property line and a maximum height of two (2) feet measured from finish grade.
- **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.

LIGHTING & MATERIALS

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

GETTING A NEW SIGN IN OLD TOWN

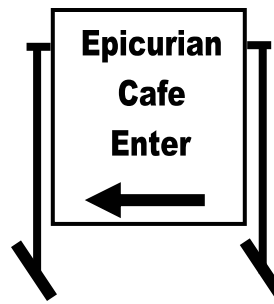
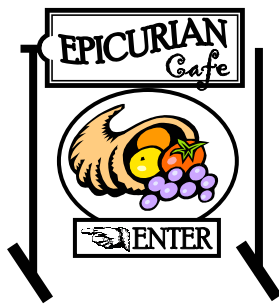
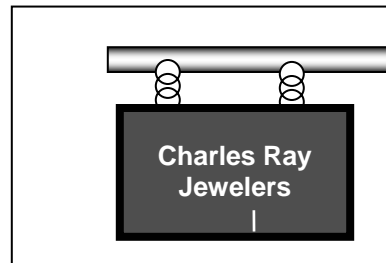
DESIGNING A SIGN

- 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.
- The Design Review Committee (OTDRC) meets on the 2nd & 4th Mondays of each month in the Community Development Conference Room of City Hall.
- 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.