

Appendix “B”

Sign and Awning Guidelines

Signs

I. Definitions

- A. Signboard – any flat mounted or applied to a building façade.
- B. Window Sign – Any sign painted or applied to window glass.
- C. Projecting Sign—Any sign attached to and placed perpendicular to a building façade.
- D. Hanging Sign – Any sign suspended from an awning, canopy or roof support member.
- E. Awning Sign – Any sign painted or applied to the face, valance, or side panels of an awning.
- F. Pedestrian Sign – Any sign oriented to pedestrian or street level visibility (including window signs, awning signs, hanging signs, nameplates and plaques).

II. Number of Signs

- A. Each building may have one signboard or projecting sign oriented to its primary or entrance frontage.
- B. A building located at a corner may also have one signboard oriented to its secondary or side-street frontage.
- C. Awning signs on awning faces may be used in lieu of a signboard or projecting sign.
- D. In addition to a sign board, projecting sign, or awning face sign, a building may have one pedestrian sign oriented to each street on which the premises have frontage, relating to each occupancy within the building.
- E. Buildings with public rear entrances may also have one pedestrian sign oriented to the rear of the building, relating to each occupancy within the building.

III. Location of Signs

- A. No sign shall be allowed above the second story windows of a building.
- B. Awning signs shall be allowed when such signs are painted or applied flat against the awning surface.
- C. Hanging signs shall be allowed when such signs have a minimum clearance of 7 feet from the sidewalk and do not extend beyond the awning or canopy projection.

D. Projecting signs shall have a minimum clearance from the sidewalk of 10 feet, and shall not project more than 60 inches, or ½ of the sidewalk width, whichever is less.

IV. Size of Signs

A. Signboard maximum size shall be based on the following:

1. For every one (1) linear foot of building primary or entrance footage, two (2) square feet of sign area shall be allowed.

2. Signboards on secondary or side-street frontage shall not exceed the size of signboards on the primary or entrance frontage.

B. Window signs shall cover no more than 40% of the total glass areas of the window on which they are placed. The sign coverage shall be determined by an imaginary square or rectangle that encompasses the window sign graphics.

C. Each face of a hanging sign shall be no more than eight (8) square feet in size.

D. Awning signs shall not exceed the surface of the awning.

E. Projecting signs shall be no more than 15 square feet in size, with a maximum sign height of three (3) feet and length of five (5) feet or less (3'x5').

V. Material

A. Interior illumination for signs shall not be allowed

B. Plastic shall not be allowed for sign faces

C. No fluorescent materials and/or paints shall be allowed.

Awnings and Canopies

I. Definitions

A. Awning: A sloped projection supported by a frame attached to the building façade.

B. Canopy: A flat projection that extends from the building façade. Usually supported from above by cables or chains, or be cantilevered.

II. Guidelines

A. Awnings and canopies shall follow the approved forms represented in the following:

a. Awning styles include: Standard, Convex, Dome, Bullnose, and Concave.

b. Canopy styles include: Chain-suspended canopy, Bracket-supported canopy, Cantilevered canopy, and Suspended aluminum canopy.

- B. These installations should be in keeping with the buildings architectural massing and form. Internally lit awnings shall not be permitted. Unapproved materials for awnings and canopies shall include plastic and vinyl. Awnings and canopies must be maintained in good working order.