

Criteria & Standards for Administrative Approval of Signs within the Historic Districts

The following signs may be approved administratively pursuant to sections 10-113 and 10-213 of the Zoning Ordinance.

SECTION I: CRITERIA FOR GENERAL SIGN TYPES

1. Administrative Approval of One Sign

One sign may be administratively approved for a commercial business, one per elevation if the building is located on a corner. The applicant may choose from one of the following three sign types listed below (see the attached images for an example of each sign type):

Wall sign

- A flat wall sign affixed to the building façade.
- An individual letter pin mounted wall sign installed on a wood frieze board or sign band, not a masonry façade, which may damage masonry.
- A painted wall sign, provided that it is painted on a frieze board or on an already painted building.

Hanging sign

- A one-piece double-sided hanging sign (with a maximum square footage of 7 square feet). All hanging signs must be hung from an approved sign bracket and placed so that the bottom of the sign is a minimum of 8 feet above a public sidewalk and 14.5 feet above an alley used by vehicles. The hanging sign cannot project more than 4 feet from the building wall or within 1 foot of the curb line and cannot project from the corner of a building. The sign bracket must be constructed of metal with a black finish. Decorative scroll brackets are typical; however, other appropriate designs may be acceptable. If the bracket is being affixed to a brick building, the bracket must be installed into the mortar joints and not the masonry.

Window sign

- A window decal sign may also be permitted (the Zoning Ordinance states that the total signage may not exceed 20% of the window). The window sign may be located on a door or window and may not contain repetitive language (e.g. shoes, shoes, shoes) or special advertising (e.g. coffee, tea, latte).

2. Second Sign Option

An applicant may select a second sign with the following limitations:

- Wall signs can be paired with a hanging sign or a window decal sign only.
- Hanging signs can be paired with a wall sign or window decal sign only.
- Window signs can be paired with a wall sign or hanging sign.

Corner businesses may elect to add a second sign on only one of the building's two elevations.

3. Size

The overall signage square footage for one sign may not exceed 1/2 (.5) of the linear footage of the building frontage. For example, the maximum amount of signage permitted for a 20 foot wide building is 10 square feet. If a second sign is proposed, the aggregate signage square footage may not exceed 3/4 (.75) of the linear footage of the building frontage (15 square feet for a 20 foot wide building).

4. Material

The following sign materials are permitted:

- Metal, Wood, MDO (Medium Density Overlay or engineered wood) and HDU (High Density Urethane) are acceptable for flat wall signs and hanging signs. Signs constructed of HDU must have a smooth or wood grain background (not a pebble finish).
- Aluminum is acceptable for pin mounted signs.
- Vinyl lettering is appropriate for window decal signs.

5. Content

Only the business name or identity, and logo or design flourish, is permitted on the sign (no special advertising, phone numbers, addresses or web sites).

6. Lighting

Staff may approve the installation of targeted illumination (e.g. mini-spot lights) which are small in size, illuminate only the proposed sign(s), and do not damage the building in installation. Gooseneck lighting must be reviewed and approved by the BAR, as well as all signs which are internally illuminated, halo lit or neon.

SECTION II: CRITERIA FOR SPECIFIC SIGN TYPES

The following sign types may be installed in addition to the signs permitted under Section I. However, the aggregate signage square footage on the building may not exceed 3/4 (.75) of the linear footage of the building frontage (15 square feet for a 20 foot wide building).

1. Directory Signs

Staff may approve the installation of a directory sign for a building with four or more tenants which meets the following criteria:

- Only one directory sign may be installed.
- The directory sign must be located adjacent to the main entrance of the building.
- The overall size may not exceed 10 square feet.

- The removable business identification plaques must be the same size for each business and fabricated of the same material. One plaque per business.
- The identification plaques may be no more than 3 inches tall.
- The directory sign may have subtle external illumination, such as small targeted lights directed at the face of the sign.

2. Menu Boards

Staff may approve the installation of a wall mounted menu board which meets the following criteria:

- Only one menu board may be installed.
- The menu board must be no larger than necessary and contain only the menu on a single color background.
- The menu board may not exceed 4 square feet.
- It must be located adjacent to the main entrance of the restaurant.
- The menu board must be constructed of either wood or metal in a single color.
- It must have a glass or clear plastic panel to ensure that the posted menu does not deteriorate from the elements.
- It may have subtle external illumination, such as small targeted lights directed at the menu.

3. Parking Identity Signs (Freestanding and Building Mounted)

Staff may approve the installation of a Parking Identity sign which meets the following criteria:

- Only one Parking Identity sign will be permitted at each parking garage or lot entrance per block face.
- The sign must conform to the Parking Identity design depicted in the Wayfinding System Design Guidelines Manual.
- The sign and bracket (or pole for a freestanding sign) must be fabricated as part of the City's Wayfinding sign order, or otherwise as part of the City's process for fabricating signs.
- The sign will be located in the field by BAR Staff and mounted so as not to damage or obscure any architectural features on any building.
- Building-mounted signs must be located so that the bottom of the sign is a minimum of 8 feet above a public sidewalk and 14.5 feet above an alley used by vehicles. Signs cannot project more than 4 feet from the building wall or within 1 foot of the curb line.
- Building-mounted signs must be installed through the mortar joints rather than through the masonry units (e.g., brick) on masonry buildings.
- Existing parking identity signs that serve the same function must be removed, as appropriate and feasible, prior to installation of the new sign.

SECTION 111: GENERAL REQUIREMENTS APPLYING TO ALL SIGNS

- Applicant must obtain a sign permit (and/or building permit) through Code Administration.
- Signs must be professionally made.
- A sign which meets the requirements of a coordinated sign plan previously approved by the Board can be administratively approved by Staff, regardless of whether the sign meets the requirement for administrative approval.
- All administratively approved sign(s) must be consistent with the *Design Guidelines* recommendation that “Signs should be designed in styles, materials, type faces, colors and lettering that are appropriate and sympathetic to the historic style of the building.”
- Prior to receiving an administrative approval for signage, BAR Staff will conduct research and visit the site to evaluate the subject property, as well as its context, to determine if the proposed signage is appropriate. Signs which are out of proportion or scale with contiguous signs on the block will be referred to the BAR for their review and approval.
- Freestanding signs (with the exception of Parking Identity Signs) and signs installed without BAR or Staff approval (after-the-fact signs) must be reviewed and approved by the BAR.
- Regardless of whether the sign meets the above Criteria, Staff may determine that the sign(s) must be approved by the BAR.

Amended by:
Old and Historic BAR June 16, 2010
Parker-Gray BAR June 23, 2010

Approved by:
Parker-Gray BAR September 23, 2009

Old and Historic BAR October 7, 2009