

# DOWNTOWN DISTRICT SIGN ALLOWANCES

## DOWNTOWN DISTRICT DESIGN GUIDELINES FOR ALL SIGNS

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- Signs should be oriented toward a pedestrian friendly streetscape
- Signs, art, and awnings need to be made of high-quality materials
- Care should be taken to not damage historic building materials (e.g., fewest possible punctures in walls)
  - Signs must be installed directly into mortar on brick buildings
- Signs should not cover any unique, architectural features
- Lighting should be external and downcast (e.g., gooseneck lights)
- Shiny or reflective materials are discouraged

## LAND USE & DEVELOPMENT CODE SIGN REQUIREMENTS

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**Total Sign Allowance:** All permanent signage on a building shall not exceed the following:

- 1 square foot of sign per 1 foot of frontage
  - Example: A building has 100 feet of street frontage. The calculation would be as follows:  $(100 \times 1) = 100$  square feet of allowed signage
  - A property with a building frontage of less than 50 linear feet shall be allowed a maximum aggregate sign area of 50 square feet (sf)

## DOWNTOWN SIGN TYPES

### AWNINGS AND AWNING SIGN(S)

#### **Awnings**

- Must be at least 8ft above any sidewalk
- Can project up to 4ft out from buildings

#### **Awning Signs**

- Permit required
- Can be a printed or mounted sign (sign cannot project beyond, above, or below awning)
- Located on the ground floor facade of a building

*Allowed amount of awning signage: 0.5 sf of sign area per linear foot of awning*

### PROJECTING SIGN

- Permit required
- No higher than the wall (1-story) or bottom of second story window (2+ story)
- May project out from storefront up to 4ft
- Perpendicular to (90° to) storefront
- Must be at least 8ft above sidewalk

*Allowed amount of projecting signage: 1 projecting sign that is up to 6sf per business storefront*

### WINDOW SIGNS

- Permit not required
- Placed on a window (or immediately behind a window)
- Window signs should be only on the ground floor
- Sign should be inanimate (no moving parts or flashing lights)
- Design should be simple with only a few colors

*Allowed amount of window signage: Windows signs may cover up to 25% of the windows*

*Continued on other side*

## OTHER SIGN TYPES

Although these sign types are technically allowed, they are difficult to implement in the Downtown District.

### WALL SIGN

- Permit required
- Located below the roof line
- Project no more than 18 inches from wall

### MARQUEE SIGN

- Permit required
- Must be at least 8ft above any sidewalk
- Can project up to 4ft out from buildings
- Located on the ground floor facade of a building (sign cannot project above roof line)

*Allowed amount of marquee signage: A wall sign and marquee sign together cannot exceed 10% of the building facade.*

**Note:** This document provides a general overview of the most common sign types in the downtown district. For complete details on all sign requirements, please refer to the Land Use & Development Code and the Downtown Design Guidelines.

## DOWNTOWN DISTRICT BOUNDARY MAP



## CONTACT

For historic preservation questions, please call  
**303-655-2051**

For current planning questions, please call **303-655-2072**

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