

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

If permitted under the Zoning Ordinance or City Code, the following signs may be approved administratively pursuant to sections 10-113 and 10-203 of the Zoning Ordinance. Please note that terms not defined here are set out in the Zoning Ordinance or City Code.

SECTION I: CRITERIA FOR GENERAL SIGN TYPES

1. Sign Types

A total of any three signs from the following sign types may be approved for a non-corner building and up to four signs may be approved for a corner building (having frontage on two streets or a street and an alley). To receive approval of the maximum number of signs for your building type, one must be a changeable copy sign. Existing wall and projecting signs will be included in the total *number* of signs. However, all signs on the building, except temporary signs, count toward the total sign *area* allowed for administrative approval. Only the following sign types qualify for administrative approval.

Wall sign

A wall sign is a sign attached to a wall or painted on or against a flat vertical surface of a structure. The following signs are considered wall signs:

- A **flat** sign on a backing affixed to a wall;
- An **individual letter, pin-mounted** sign installed on a wood frieze board or sign band but not directly installed into a masonry wall;
- A **painted** wall sign, provided that it is painted on a frieze board or on an already painted building wall; and,
- **Changeable copy sign**
 - Only **one** sign, not to exceed 4 square feet in area, may be installed ~~for~~ on a building;
 - It should be located where it does not encroach into the public right-of-way, damage the building or hide building features;
 - It must be constructed of a durable material (such as wood or metal), in a single color, and may be no more than 4 inches deep;
 - No part of the sign may be back-lit or internally illuminated. The sign case may have subtle external illumination, such as a concealed LED rope or targeted mini spotlight; and,
 - The sign copy must be changed manually.

Projecting sign

A projecting sign, also known as a blade sign or a hanging sign, has two sides and projects from a wall or from the corner of a corner building. The maximum area of a projecting sign is 7 square feet and only one side of the sign is counted toward total sign area. The bottom of the sign must

be a minimum of 8 feet above a public sidewalk and 14.5 feet above an alley used by vehicles. The sign and its bracket cannot extend more than 4 feet from the building wall, more than 4 feet into the public right-of-way, or within 1 foot of the curb line (City Code Sec. 5-2-29). Where feasible, new hanging signs should be hung from existing sign brackets previously approved by the BAR or administratively under this process.

2. Permitted Total Sign Area

All signs on the building, except temporary signs, count toward the total sign area allowed for administrative approval for each frontage. Total signage square footage may not exceed $\frac{3}{4}$ (75%) of the length of the building frontage (linear feet) where the signs are located.

3. Sign Lighting

Targeted external illumination (e.g. mini spotlights) which is small in size, illuminates only the proposed sign, and does not damage the building in installation may be approved administratively. Gooseneck lighting or halo illumination must be reviewed and approved by the BAR.

Window sign

Window signage may not exceed 20% of the glazing area of the window where it is installed. The total area of window signs shall be included in determining the total area of signs on the wall that contains the window.

SECTION II: GENERAL REQUIREMENTS AND INFORMATION

- If required, applicants must obtain a separate sign permit (and/or a building permit) through Code Administration.
- A sign which meets the requirements of a coordinated sign master plan which has already been approved by the BAR for a multi-tenant commercial building can be administratively approved by staff, regardless of whether the sign otherwise meets these requirements for administrative approval.
- Prior to receiving an administrative approval for signage, BAR staff will conduct research and/or visit the site to evaluate the subject property and its context to determine if the proposed signage is appropriate.
- Anchors for all signs and sign brackets must be installed into the mortar joints on masonry buildings to avoid damage to the brick or stone. Upon removal of signage and hardware, the tenant and/or business owner, in consultation with staff, shall appropriately repair damage caused by the sign (see *Masonry Guidelines*).

- Previously approved signs and awnings, or awnings with signage, may be replaced in the same size and material, and with new signs, provided that they have the same or less sign area. These awnings and signs may be administratively approved by staff.

All other sign types not specifically addressed in this policy must be reviewed and approved by the BAR. Regardless of whether the sign appears to meet the above criteria, staff may determine that the sign(s) must be approved by the BAR at a public hearing.