

## SIGNS & AWNINGS

**30-72.13 UDO Design Principle:** Original signs or those that have acquired significance by virtue of age or craftsmanship shall be maintained and preserved. Signs that disguise, obstruct, or detract from significant facade elements shall not be allowed. Signs and awnings shall be designed to complement the style, materials, and color of the building. All signs shall be installed in accordance with the provisions of Article XIV of the Unified Development Ordinance.

Signs were an integral part of the 19th and 20th century commercial storefronts, and today are significant elements in the character of the historic Liberty Square business district. New signs should be of a size and style compatible with the historic building and should not cover or obscure significant architectural detailing or features. The UDO defines a sign as: *Any words, numerals, figures, devices, designs or trademarks by which information is made known to the public outside a building.*

Historically, signs were mounted on the signboard or frieze above the transom windows between the first and second floors. Often, signage was painted directly onto the inside of the display windows.

Hanging, or projecting signs, are also appropriate when they are of a scale and design compatible with the historic buildings and are installed properly.

Signs in mixed-use or traditionally residential areas should be scaled to the pedestrian, and designed to be free-standing near the front walk.



Free standing sign



Awning signs

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## Recommended

- New signs should respect the size, scale and design of the historic building. Look for details or features of the building that suggest a design or motif for the sign.
- Signs should not obstruct significant features of the historic building.
- New signs should respect neighboring buildings. They should not overpower or shadow adjacent structures.
- Signs should be designed to work with the style of the building, not against it.
- Signs should be attached to the building appropriately, to prevent damage to the historic materials, and to ensure safety of pedestrians. Brackets should be installed in mortar joints rather than brick, for example, and sign loads should be properly calculated and distributed.

(From the National Park Service Preservation Brief #25, *The Preservation of Historic Signs*)

### The following projects do NOT require a CoA:

- ✓ Sandwich board signs
- ✓ Painting the exterior of a commercial building
- ✓ Repainting an existing sign, without altering the text, color, size, etc.

### The following projects DO require a CoA:

- ✓ Any alteration to the exterior of a commercial building
- ✓ New signs
- ✓ New awnings
- ✓ Alterations to existing signs or awnings



### **Application Requirements:**

- ▶ Signed application form with complete project description
- ▶ Scaled proof of proposed new sign
- ▶ Site plan (for free standing signs)
- ▶ Photographs of existing conditions
- ▶ Scaled drawings (for facade alterations)

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## UDO ARTICLE XIV. SIGNS

### Sec. 30-85. General regulations

1. All signs shall have sound structural quality, be compatible with the adjacent buildings, be maintained in good repair and have a clean and neat appearance.
2. All signs, except exempt signs as set forth in this Article, shall be permitted by the Director of Development and constructed in accordance with plans submitted in support of a sign permit.
3. All signs shall be located in a way not to obstruct the view of pedestrian or vehicle traffic or interfere with other signage.
4. All permanent monument signs shall be located in a landscaped area that is a minimum of 3 feet on each side of the base of the sign. Adequate landscaping material shall be utilized to provide a minimum of one shrub per 10 square feet of sign area.
5. All permanent monument signs shall be located at least ten 10 feet from all property lines.
6. All wall signs shall be located so that no portion of the sign extends beyond the height of the wall to which it is attached.
7. Signs located on ATM canopies or structures shall be limited to identifying the ATM and not include the name of the financial institution or other copy.

#### NOTE:

This is a summary of the sign regulations that apply to the Central Business District. For other zoning districts, please contact the Development Department at (816) 439-4530.

### Sec. 30-86. Permitted non-commercial signs

All permanent signs intended for identification of religious, institutional or educational facilities, and multi-family residential developments shall be permitted in accordance with the following provisions:

1. Two monument signs shall be permitted in accordance with the following provisions:
  - a. The sign(s) shall be located on-site at a principal entrance to the development;
  - b. Each sign shall not exceed 50 square feet in area;
  - c. Each sign shall not exceed 8 feet in height; and
  - d. Signs located in close proximity to residential developments may be lit by directed exterior illumination only.
2. Two wall signs shall be permitted in accordance with the following provisions:
  - a. Each face of the building shall be allowed one sign only;
  - b. The sign shall not exceed 10% of the wall area; and
  - c. Signs located in close proximity to residential development may be lit by directed exterior illumination only.

### Sec. 30-87.4. Central Business District and Mixed Use Districts

1. Each freestanding commercial building shall be allowed a total of two signs, each of which shall be designed in a manner that is suitable and complementary to adjacent development, from the following:
  - a. A wall sign in accordance with the following provisions:
    - i. Each building face shall be allowed one sign only.
    - ii. The sign shall not exceed 10% of the wall area. And
    - iii. The sign may be illuminated.

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- b. A projecting sign in accordance with the following provisions:
    - i. the sign shall not exceed 6 square feet in area;
    - ii. the sign shall have an 8 foot minimum vertical clearance;
    - iii. the sign shall not project more than 5 feet from the face of the building; and
    - iv. the sign shall not be lit.
  - c. A freestanding sign in accordance with the following provisions:
    - i. the sign shall be located within 20 feet of the main entrance to the business;
    - ii. the signboard shall not exceed 6 square feet in area;
    - iii. the height of the top of the signboard, post, or any other supporting elements shall not exceed 6 feet; and
    - iv. the sign may be lit by directed exterior illumination only.
  - d. A façade sign in accordance with the following provisions:
    - i. the sign shall not exceed 2 feet 6 inches in height;
    - ii. the sign shall not exceed the width of the building; and
    - iii. the sign shall not be lit.
  - e. An awning sign in accordance with the following provisions:
    - i. the sign shall not project more than 4 feet from the face of the building;
    - ii. the sign shall have an 8 foot minimum vertical clearance;
    - iii. only the name of the business shall be featured on the awning;
    - iv. the sign shall be located on the ground floor; and
    - v. the sign shall not be lit.
2. In addition to other signs, multi-story buildings with multiple tenants shall be permitted one wall directory sign identifying the occupants of the building in accordance with the following provisions:
- a. the sign shall be located next to the main entrance;
  - b. the sign shall not exceed 3 square feet in area, with each tenant limited to one square foot; and
  - c. the height of lettering, numbers, or graphics shall not exceed 4 inches.
3. In addition to other signs, restaurants and cafes shall be permitted one sandwich board sign in accordance with the following provisions:
- a. the sign shall be located within 4 feet of the main entrance to the business;
  - b. the sign shall not interfere with pedestrian or vehicular traffic;
  - c. a single side of the sign shall not exceed 5 square feet in area;
  - d. the sign shall be constructed of wood, chalkboard, or finished metal;
  - e. the sign shall not require electricity in any form;
  - f. the sign shall not display lights or contain moving parts;
  - g. the sign shall contain information regarding products offered, prices and hours of operation only; and
  - h. the sign shall be removed at the end of the business day.

### **Sec. 30-25.5. Signs permitted for Bed and Breakfast establishments**

- 3.e. Signage shall be limited to the following:
- i. one non-illuminated attached sign not exceeding 4 square feet in area; and
  - ii. one freestanding sign in accordance with the following provisions:
    1. the sign shall respect the character of the area;
    2. the sign shall be located within 20 feet of the main entrance to the business;
    3. the signboard shall not exceed 6 square feet in area;
    4. the height of the top of the signboard, post, or any other supporting elements shall not exceed 6 feet; and the sign may be lit by directed exterior illumination only.

