

Signage & Graphics

Introduction

Signage and graphics should functionally communicate information while blending aesthetically into the fabric of Downtown. The signage graphics system should be a simple and coordinated signage system, and contribute to the overall design unity and identity of the area.

One way to distinguish a Downtown is through its signage. Even without new buildings or renovated façades, having distinctly different signage in the Downtown will set it apart and improve the image of the area. These guidelines are intended to encourage signs that have creative designs which are constructed from quality materials.

While it is important that buildings and/or businesses be identified by motorists, the intent of the Downtown Mixed Use District is to create a livable, walkable, workable and enjoyable place. Excessive signage does not meet the intent of the Downtown Mixed Use District.

These guidelines are divided into private and public sector signage. It is essential that signage compliments other streetscape elements to direct the public to their destinations within the downtown area.

Private Sector Signage

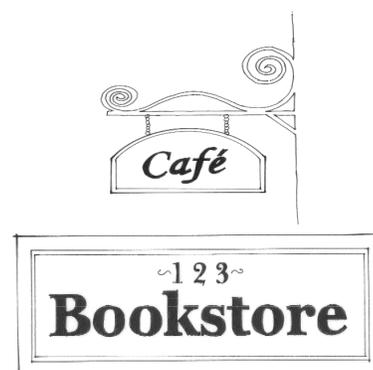
These guidelines are intended to regulate

private sector signage. When conflicts with Land Development Code Article XI. Signs occur, these guidelines shall take precedence. For subjects not contained in these guidelines, the City of Oakland Park Land Development Code shall be utilized. All signage regulated by these guidelines must be approved by the City's Development Review Committee (DRC) or subcommittee thereof.

Building/Business Identification

Signs must offer design integrity and individuality, but not diminish the overall quality of the downtown district.

While logos are preferred over lettering to identify buildings and/or businesses, it is the express intent of these guidelines to be content neutral.



Building/business identification signage examples

Entry Monuments

Entry monument signage shall be supported by a solid structure containing a sign face which is supported solely by its own ground-mounted base which is not affixed to a building. Entry monument signs shall be used as entry statements into neighborhoods, parks and future projects. They must be readable from the vehicles, but not overbearing. Entry signage shall not exceed thirty-two (32) square feet in size. Letters shall not exceed 16" in height. All entry monument signage must offer design integrity and individuality, but must not impede on the overall quality of the downtown area.

Area of a Sign

To encourage creativity in sign designs, the area of a sign is measured as the actual area of the sign copy as applied to a background. When the area of sign is measured as a rectangle (greatest height by greatest length) on signs consisting of individual letters, symbols, or graphic elements the size of the design elements are reduced because empty space is counted as sign area.

Signs Containing Integral Background Areas:

The area of a sign containing a clearly defined background area as defined herein shall be the area of the smallest geometric shape capable

of encompassing the perimeter of the background area of shape capable of encompassing the perimeter of the background area of the sign.

In the case of signs in which multiple background areas are separated by space, sign area shall be expressed as the sum of the areas of all separate background areas, calculated as referenced above, but without regard for space between separate background areas.

Signs without Integral Background Areas:

In instances in which a sign consists of individual elements such as letters, symbols, or other graphics, or representations that are painted, attached to, or otherwise affixed to a surface such as a wall, window, canopy, architectural projection, or to any surface not specifically designed to serve as a sign background, the sign area shall be expressed as the sum of the individual areas of the smallest geometric shapes capable of encompassing the perimeters of the individual elements comprising the sign.

SIGN AREA - COMPUTATION METHODOLOGY
Sum Of Shaded Areas Only Represent Sign Area For Code Compliance Purposes

Signs consisting of individual letters, elements, or logos placed on building walls or structures.

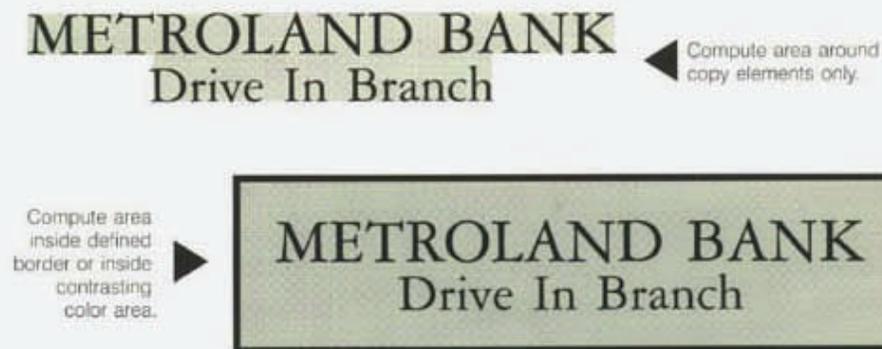


Figure 1003.4
SIGN AREA - COMPUTATION METHODOLOGY
Sum of Shaded Areas Only Represent Sign Area for Code Compliance Purposes
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Wall Sign

A wall sign is any sign which is affixed to and support by an exterior wall, fascia, cantilever, marquee, awning or mansard of any building which is parallel thereto. Refer to the Land Development Code for the regulations for wall signage for gasoline service stations.

Sign Copy

The entire area of a sign may consist of a logo or primary copy. No more than 40% of a sign area may be secondary copy. No more than two (2) colors may be used, except for logos.

A logo is a graphical element (ideogram, symbol, emblem, icon) that, together with its logotype (a uniquely set and arranged typeface) form a trademark or commercial brand.

Primary copy is defined as any typeface that is a minimum of 12 inches and maximum of 24 inches in height if not part of a logo.

Secondary copy is defined as any typeface that is a minimum of six (6) inches and not more than 12 inches in height if not part of a logo. Typeface smaller than six (6) inches in height is not permitted unless it is part of a logo. No sign may be comprised entirely of secondary copy.

Permitted Sign Materials and Types

The materials or type of signs used is perhaps the most critical element of these signage guidelines. It is important to have quality signs with a strong aesthetic value to distinguish the Downtown Mixed Use District from the rest of the City.

Illumination must shine on the entire wall sign and shall not glare. Any sign within 100 feet of any property zoned or solely used for residential use may not be illuminated.

Permitted materials and types include box signs with all copy embossed, box signs with a pierced face with push through copy, channel letters, neon, non-animated LED (Light Emitting Diodes), reverse channel letters, routed, and sandblasted.

If the façade is illuminated with decorative lighting so that it shines upon the signage, then non-electric injection molded, PVC (Poly Vinyl Chloride), or metal letters are permitted. The method of illumination must complement the building's architecture and must be approved by the Development Review Committee.

Prohibitions

Certain types of signs and materials detract from the image of the Downtown Mixed Use District and must be prohibited. Animated, box or cabinet signs with flat faces, changeable copy, flat metal or plastic or plywood, garish, pole, pylon, and signs painted directly onto a building are prohibited.

Single Occupant Buildings

Two (2) wall signs per building, but not on the same façade. The maximum width of any sign is 75% of the façade. Signs shall not be located higher than six (6) inches below the top of a facade, wall, or parapet integral to the architecture of the structure.

The maximum size is one (1) square foot of signage for each linear feet of the façade, not to exceed 100 square feet.

For a façade that is over 100 linear feet another five (5) square feet of signage is allowed for each ten (10) linear feet of façade.

Result:

A façade that is 15 linear feet can have a 15 square foot sign.

A façade that is 30 linear feet can have a 30 square foot sign.

A façade that is 45 linear feet can have a 45 square foot sign.

A façade that is 60 linear feet can have a 60 square foot sign.

A façade that is 75 linear feet can have a 75 square foot sign.

A façade that is 100 linear feet can have a 100 square foot sign.

A façade that is 150 linear feet can have a 125 square foot sign.

A façade that is 200 linear feet can have a 150 square foot sign.

A façade that is 275 linear feet can have a 187.5 square foot sign.

A façade that is 300 linear feet can have a 200 square foot sign.

Multi-tenant Buildings

The owner of any multi-tenant building shall have a general signage criteria plan approved by the Development Review Committee before any new signage may be placed on a building. A general signage criteria plan shall contain the minimum plan requirements for signs of the Land Development Code Section 24-151(B). Once this criterion is established it shall not be changed to accommodate a new tenant unless all signage on the building is concurrently modified to be consistent with the new criteria.

While it is important for signage on multi-tenant buildings to have some consistency it is also important that creativity in design is allowed. To achieve consistency different sign materials and types cannot be used on the same building. The following are the general guidelines for signage design that are to be further restricted by the general signage criteria plan.

Two (2) wall signs per tenant, but not on the same facade. If a tenant has more than one (1) bay signage is only permitted on the additional bay(s) if the space is utilized for customer service area, office space, or a showroom.

The maximum width of any sign is 75% of the facade. Signs shall not be located higher than six (6) inches below the top of a facade, wall, or parapet integral to the architecture of the structure.

The maximum size is one and one-half (1.5) square foot of signage for each linear foot of the facade, not to exceed 100 square feet.

For a facade that is over 75 linear feet another five (5) square feet of signage is allowed for each ten (10) linear feet of facade.

Result:

A facade that is 15 linear feet can have a 22.5 square foot sign.

A facade that is 30 linear feet can have a 45 square foot sign.

A facade that is 45 linear feet can have a 67.5 square foot sign.

A facade that is 60 linear feet can have a 90 square foot sign.

A facade that is 75 linear feet can have a 100 square foot sign.

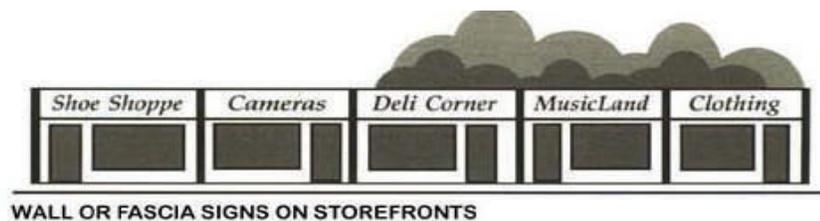
A facade that is 100 linear feet can have a 125 square foot sign.

A facade that is 150 linear feet can have a 137.5 square foot sign.

A facade that is 200 linear feet can have a 162.5 square foot sign.

A facade that is 275 linear feet can have a 200 square foot sign.

A facade that is 300 linear feet can have a 212.5 square foot sign.



Awning Signs

The valance of an awning or backlit awning may have a logo or typeface that does not exceed 50% of the valance area applied or affixed to it.

The logo or typeface shall have a minimum height of six (6) inches and a maximum height of eight (8) inches. Graphics such as striping and patterns do not count towards copy area.

Under Canopy Signs

An under canopy sign is a sign attached to the underside of a canopy.

One (1) under canopy identification sign per ground floor establishment is permitted not to exceed three (3) square feet in area. The sign must be positioned 90 degrees to façade and located in close proximity to the primary pedestrian entrance to the establishment.

Window Signs

A window sign is a permanent or temporary sign painted on a store front window or door and include any interior signs or advertising within five (5) feet of a window excluding merchandise display.

Window signs may not exceed 15% of the window area. No more than two (2) signs per window are permitted.

Window area is defined as contiguous window panels separated by dividers less than six (6) inches in width. Window signs are only permitted on ground floor establishments and each window of a ground floor establishment may have a window sign.

Projecting Signs

There may be only one (1) per building. The maximum area of a projecting sign is one (1) square foot of signage for each two (2) lineal feet of façade, not to exceed 100 square feet in area. A projecting sign may exceed the height of the façade it is located on by 25% of the vertical dimension of the façade. A projecting sign may extend two-thirds (2/3) of the width of an adjacent sidewalk if the clearance from the bottom of the sign to the sidewalk is at least ten (10) feet.



Freestanding Signs

A freestanding sign is a sign that is principally supported by one or more columns, poles, or braces placed in or upon the ground. Refer to the Land Development Code for the regulations for freestanding signage for gasoline service stations.

One (1) sign freestanding is permitted per property. The minimum setback is five (5) feet and a sign may not be located within a sight visibility triangle. The maximum height shall not exceed five (5) feet. When the property has a frontage of 100 feet or less then the maximum size may be 32 square feet; when the frontage is more than 100 feet but less than 200 feet then the maximum size may be 48 square feet; when the frontage is 200 feet or more then the maximum size may be 64 square feet .

Portable Signs

Bars, coffee shops, and restaurants are allowed to have one (1) A-frame sign. No more than one (1) A-frame sign per business is allowed and the sign shall not exceed four (4) feet in height or 30 inches in width. These signs may not be placed on any roadway; however they may be placed on a sidewalk if it does not interfere with pedestrian movement.