



Identity:
Signage

Signs

Intent

- To encourage excellence in signage, both as a communication tool and as an art form.
- To allow and encourage creative and unique sign designs while preventing cluttered and unattractive streetscapes.
- To provide basic parameters for creative signs that may be as varied and unique as the businesses they represent.

The standards do not dictate design. Photographs of sign examples are used to illustrate design concepts, but should not be viewed as an exclusive list of acceptable signs. There are many acceptable ways to conform to the standards.

In general, effectively designed signs should respond to the site, landscape, and architectural design context within which they are located. Signs should be compatible in scale, proportion, and design with the building's façade and its surroundings.

The sign standards address the following:

- Appropriate locations
- Number of signs allowed on a property
- Maximum area for individual signs
- Height limits
- Color and materials
- Lighting

The following signs are not allowed

- Off-premise signs
- Rooftop signs (signs placed above a roof of a building)
- Standard box cabinet wall signs
- Pole signs with the exception of parking lot pole signs, and directional signs.

An existing non-conforming sign may be restored to its original condition without obtaining a permit. However, if the sign is replaced or changed the new sign must conform to the current standards.

Comprehensive Building Signage Plan

Commercial signs on a large project with uniform façade and more than one storefront, should relate to each other in terms of height, proportion, color, and background value. Maintaining uniformity among these characteristics reinforces the buildings façade composition while still retaining each business's identity. A comprehensive sign plan may be required by UDC.



Businesses are encouraged to create unique and interesting signs that distinguish Panther Island establishments.



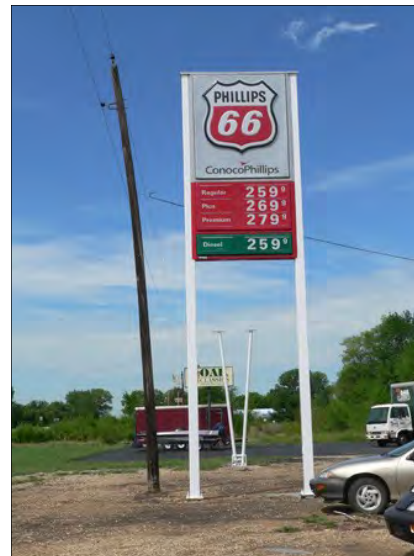
The following signs are not allowed



Standard box cabinet wall signs



Pole signs



General Sign Visual Guidance



Examples of out of scale signs



General Sign Visual Guidance



Examples of signage clutter



Repetitious signage on the same building frontage should be avoided.

Appropriate Cabinet Type Sign Visual Guidance



Wall and Awning Signs

Wall Signs

Wall signs are attached to and completely supported by exterior walls. A wall sign should be placed above first floor windows on a one-story structure or between windows on multiple story structures. One wall sign for each storefront or building façade that fronts a public street or alley is usually sufficient.

- Maximum width: 66 percent of the linear width of the business.
- Letter height: Lettering shall be in proportion to the size of the sign and the width of the storefront. Wider storefronts could have taller letters. As a general rule, the maximum height of a capital letter should be 3/4 the height of the sign background.

Signs on Side or Rear of Building:

- Signs on aside or rear building elevations for a ground floor business is permitted, provided that the elevation contains a public entrance, fronts on a parking lot, or a street right-of-way.

Second Floor Signs:

- Businesses located on a second floor and facing a street can have sign above the second floor windows, with lettering in proportion with the size of the sign and the width of the business.
- Wall signs above the 3rd finish floor line are not allowed. Building identification signs are an exception.

Building Identification Signs:

- Limited to one sign per facade
- Limited to two signs per building with one message

Awning and Canopy Signs:

Awning and canopy signs are painted on or attached to an awning or canopy above a business door or window.

Awning signs may be allowed on the shed portion of the awning, but is preferred on the valence flap. The flap height should be large enough for letters and symbols to be read easily.

- Maximum letter height: 75 percent of the height of the valence flap/shed area.
- Minimum valence height: 8 inches.
- Minimum vertical clearance from sidewalk: 11 feet.
- Material: Matte finish canvas, glass, or metal.
- Color: Solid or striped.
- Awning shape should relate to the window or door opening. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.
- The color of an awning sign should complement the color and material of the building to which it is attached.



Wall signs should be designed to be compatible with the storefront in scale, proportions, and color.



The shape and color of the above sign do not complement the storefront.

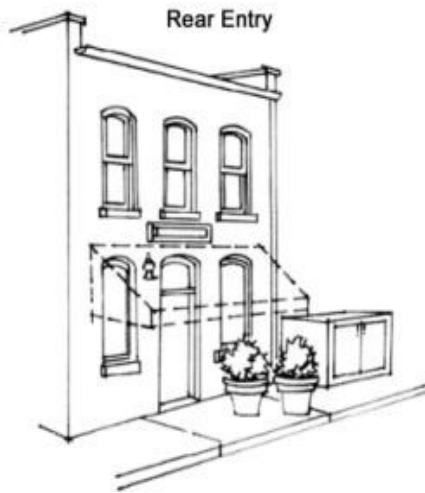
Wall and Awning Sign Visual Guidance



Signage should integrate with architecture.



Wall and Awning Sign Visual Guidance



Example of a rear building elevation sign



Examples of upper floor signs



Awnings and canopies often enhance building architecture, and add color and interest to the streetscape.

Building Identification Sign Visual Guidance



Wall and Awning Sign Visual Guidance



Signs can be incorporated into the design of both awnings and canopies.



The second floor awnings complement the vertically proportioned windows.



Awnings should be compatible with the architecture of the building in scale, materials, and style.



The proportions of a building provide clues for the proper dimensions of awnings and canopies.



Awning shape should relate to the window or door opening.

Wall and Awning Sign Visual Guidance



Examples of acceptable awning and canopy signs



Wall and Awning Sign Visual Guidance

Awnings and canopies should reinforce Panther Island's intended design qualities and should strengthen the image of individual businesses.



Examples of awnings and canopies in Downtown Fort Worth



Graphic/Logo, Projecting, Hanging, and Marquee Signs

Graphic/Logo Signs Standards

Graphic/logo signs bear a brand name, registered trademark or business logo. Signature graphics and logos are allowed to be used as signs for the businesses they represent.

- Graphic/logo signs can be wall signs, awning and canopy signs, or any other sign types identified in these standards.

Projecting Signs Standards

Projecting signs are attached to the face of a building and project more than 12 inches from the wall surface. No more than one projecting sign may be maintained per tenant space frontage at the ground level of a building.

- Minimum vertical clearance: 8 feet.
- Maximum projection: 48 inches.
- Maximum area: 12 square feet.
- Location: Limited to first or second floor. A second or third story tenant with a separate entry door on the street is allowed to have a small projecting sign with a maximum area of 6 square feet near the tenant's street entry.

Note: The UDC will consider the context and design of larger signs on a case-by-case basis. (see page 80, Creative Signs)

Hanging Signs Standards

Hanging signs are projecting signs suspended below a marquee or canopy. Hanging signs can include logos, symbols, or lettering. A hanging sign is generally intended to be read by pedestrians and by motorists in slow-moving vehicles.

To minimize visual clutter, hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably at least 25 feet from each other.

- Minimum vertical clearance: 8 feet.
- Maximum projection: 48 inches.
- Maximum area: 6 square feet
- Location: First floor businesses and upper floor businesses with covered entries, porches, or balconies.

Marquee Signs Standards

Marquee signs are projecting signs attached to the perimeter or border of a permanently roofed building, and are constructed as a part of the building. Marquee signs are usually installed on theatres, cinemas, and performing art facilities.

- Sign copy: Limited to include the facility name and changeable copy related to current and future attractions.
- Maximum area for facility name: 40 percent of total sign area.
- Maximum area for the changeable copy: 80 percent of total sign area.

Examples of Logo, Hanging, Projecting and Marquee Signs



Logo and Marque Signs Visual Guidance



Symbols and logos on signs, identifying the business, add interest to the street, are quickly read, and are often remembered more easily than words.



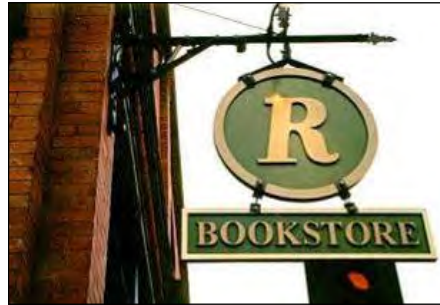
Marquee signs are often made of metal or glass.



Projecting and Hanging Sign Visual Guidance



Projecting signs should be oriented to pedestrians.



Projecting signs should reflect the character of each building and business.



The size and shape of a projecting sign should respect the scale of the structure.



A hanging sign should be perpendicular to the building.



Projecting signs may display multiple tenant names.



Projecting signs should fit within an imaginary rectangle with a maximum area of 12 square feet.



Projecting Sign Visual Guidance



Window and Plaque Signs

Window Signs Standards

- Window signs are painted on or attached to the inside of a window facing the street. This type of signage can contain text, graphic logos, and other images.
- Window signs shall not completely obscure visibility into or out of the window. Exceptions may be made for signs that screen utility and office equipment.
- A maximum of one window sign is permitted per window pane or framed window area.
- Temporary window signs are allowed to identify special events and sales provided they are removed immediately following the event.
- Handwritten, paper, cardboard, and plastic signs are not allowed.
- Neon signs are permitted provided that all electrical supply cords, conduit, and electrical transformers are hidden from view through the window.
- Maximum area: 25 percent of the total transparent glass area of windows parallel to the street excluding the area of all glass doors.
- Location: Limited to ground floor window facing the primary street frontage and adjoining parking lot or commercial uses on second floor windows for commercial uses that do not have ground floor occupancy.
- Material: High quality, such as paint, gold-leaf, or neon.

Plaque Sign Standards

Plaque signs are attached to surfaces adjacent to entries and are smaller versions of wall signs.

- Maximum projection: 2 inches.
- Maximum area: 2 square feet.
- Location: Limited to wall surfaces adjacent to tenant entry.
- Graphics: Business name and logo.

Examples of window, Plaque, and Monument Signs



Window Sign Visual Guidance



Window signs can express business image through graphic logos or colorful images.



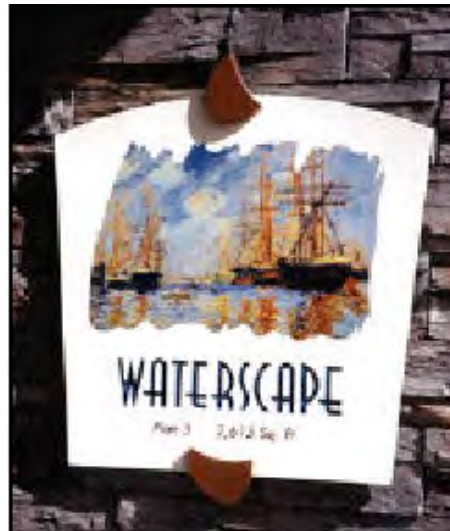
The sign copy of window signs should be in proportion to the glass surface.



Well-designed window graphics attract attention while still allowing pedestrians to view store interiors.



Plaque Visual Guidance



Plaque signs should include unique designs or other interesting graphics.

Tenant Directory and A-Frame Signs

Tenant Directory Sign Standards

Tenant directory signs are used to identify businesses in multi-tenant buildings that do not have direct frontage on a public street. The design of the sign should complement the building's design.

- Orientation: To the pedestrian.
- Location: Mounted flat against a solid wall within or near a main entrance or incorporated into a freestanding sign located on the property on which the tenants are located.
- Lighting: Directories may be externally illuminated.
- Maximum sign height: 6 feet including the sign base.
- Sign copy: May include building or development name, development logo, address, tenant names, and suite addresses.
- Maximum letter height:
 - 8 inches - Building/development name or logo.
 - 4 inches - All others.



Examples of Tenant Directory and A-Frame Signs



Tenant Directory sign Visual Guidance



Tenant directory signs could be mounted flat against a solid wall within or near a main entrance, or incorporated into a freestanding sign.



Banner, Murals, and Service Station Signs

Banner Signs

Banner signs contain a logo or design placed on lightweight material that can move with the wind. A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street. The size of commercial banners should be in scale with the building. Flagpoles and brackets should be placed so as not to obscure architectural elements; locations should be considered in context of the entire facade.

- Orientation: Vertical and mounted perpendicular to the building face.
- Projection: No more than 4 feet.
- Distance above ground: 8 feet at lowest point.
- Banners along the same block of a street should generally be set at the same angle from the buildings.

Murals

Murals painted on a wall surface may be permitted upon approval by the UDC to ensure:

- The artwork complements the design of the building in color, shape, and location on the building.
- Material is durable and resistant to graffiti and weather.

If the mural contains advertising, logos, or commercial messages, it qualifies as a sign and must be reviewed by the Urban Design Commission. If the mural does not contain advertising and is created by artists, then it must also go before the Art Commission.



A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street.

Examples of Banners, and Murals



Public art or interpretive murals depicting the history and culture of the area can mitigate the negative visual effect of long windowless walls.



Banner signs should hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building.

Banners Visual Guidance



Murals Visual Guidance



Examples of public art and interpretive murals



Temporary Signs

Temporary signs include grand opening banners, community interest signs on private property, construction signs, and real estate signs. Temporary signs are allowed for a limited amount of time, as described below.

Grand Opening Banner

- Banners advertising a new business opening are permitted for a maximum of 30 days.

Community Interest Sign on Private Property

- A single designated area not exceeding 6 square feet of a single window may be used for the display of a maximum of two temporary, professionally prepared, posters announcing an event of general public interest. This is in addition to any other permanent signs allowed.
- Such signs should be removed within 30 days or upon the conclusion of the event, whichever occurs first.

Construction Sign

- Signs advertising the various construction firms participating in the development project are allowed.
- The sign area shall not exceed 24 square feet. The sign shall not extend beyond the subject property nor interfere with traffic safety or visibility.
- Illumination is not allowed.

Real Estate Sign Standards

- Real estate signs may be placed in windows only. Signs shall not exceed 10% of the window area or 10 square feet, whichever is larger. The window area shall be calculated by multiplying the window width times the height of the window, with a maximum calculated height of 15 feet.
- Where windows exist on the first floor and the first floor is fully leased, a sign may be placed on the façade if it is integrated with the building architecture.
- No more than one non-illuminated real estate sign per occupancy frontage is permitted for a six-month period. Extensions may be granted if the applicant proves the necessity for additional time.
- Should the building not have windows on the street façade, a real estate sign, not to exceed 10 square feet, may be placed on the façade.
- Larger creative signs that reflect the architecture of the building in placement and design may be considered for new developments, complete renovation of a vacant building, or conversion to new use of existing buildings.
- For buildings with a setback of 20 feet or more, a free-standing sign no larger than 16 square feet per face may be considered. Real estate information is encouraged to be integrated in a monument sign for the building.
- Free-standing signs no larger than 16 square feet per sign face may be placed on vacant properties or parking lots. More than one double-sided or L-shaped sign may be considered if the parcel has 3 block faces or more.

Examples of Temporary Signs



Temporary Sign

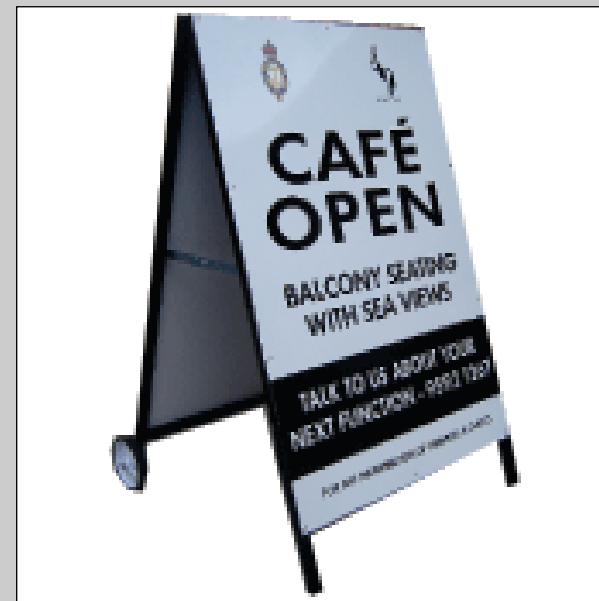
A-Frame Sign Standards

Portable A-frame signs are signs or advertising devices which rest on the ground and are not designed to be permanently attached to a building or permanently anchored to the ground. A-frame signs in Panther Island are designed to attract pedestrians, not passing motorists.

- Each restaurant is allowed to have one A-frame sign.
- A-Frame signs shall not encroach into required off-street parking areas, public roadways or alleys, and may not be arranged so as to create site distance conflicts or other traffic hazards.
- A-Frame signs can only be utilized only during regular business hours and should be removed during non-business hours.
- Location: On private property or within the public right-of-way, provided they do not interfere with vehicle access, pedestrian movement or wheelchair access to, through, and around the site. A minimum access width of seven (7) feet should be maintained along all sidewalks and building entrances accessible to the public.
- Material: Sturdy and not subject to fading or damage from weather. The use of paper or cloth is not permitted unless located within a glass or plastic enclosure.



Examples of A-Frame Signs



Temporary Sign Visual Guidance



Examples of real estate signs



Example of construction sign



A-Frame Sign Visual Guidance



Portable signs should be visually interesting.

Electronic Message Display Signs

Electronic Message Display Signs

Electronic Message Display signs are not allowed.

Exception:

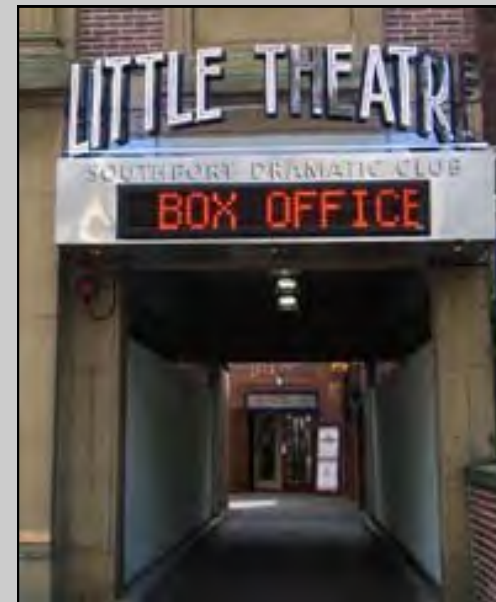
- Gas station pricing signs
 - Theaters
 - Hotels
 - Public Transit
-
- Window electronic display sign locations shall not contribute to light pollution for any adjacent residential developments
 - Maximum of 25% of the sign face may be devoted to changeable copy
 - The message shall not change at a rate faster than one message every 20 seconds. The interval between messages shall be a minimum of one second.
 - Changeable copy signs shall not contain animation, rolling or running letters or message, flashing lights or displays.
 - Changeable copy signs may not be used to display commercial messages relating to products or services that are not offered on the premises.



Electronic Message Display Signs



These brightly lit and always bustling areas features electronic message display signs that add to the energy and vibrancy of the area.



Creative Signs

Creative signs bring fun and vitality to Panther Island streets and are encouraged.. The UDC will review creative signage.

Parking Lot Signage

The UDC will require review all parking lot signage.



Creative Sign Visual Guidance



Exciting, interesting, and unusual signs contribute to overall vitality.

