



SECTION 5:

Signage Guidelines

5.1 INTENT

The intent of these standards is to establish a cohesive and architecturally detailed signage family for structures, wayfinding, and the Downtown District. Signage shall be utilized as an effective means of communication while promoting walkability and ensuring safety, both vehicular and pedestrian. Signage shall be appropriately scaled for each development type, ranging from commercial to single-family residential, and not be obtrusive to the Downtown character.

Nonconforming sign registration information can be found in Article 8 of the Yorktown Zoning Ordinance.

5.2 GENERAL REQUIREMENTS

5.2.1 All signs shall complement the materials and detailing of the structure which they are located and shall be constructed of durable materials.

5.2.2 Signage shall be compatible and complementary with the visual characteristics of the surrounding context within the Downtown District and each applicable Overlay Zone.

5.2.3 Signage shall never impede or interfere with vehicular sight lines.

5.2.4 Signage shall never project above the finished roof height of any structure.

5.2.5 All signage on structures within the Downtown District shall maintain a minimum height of eight feet above sidewalks.

5.2.6 Illuminated signage shall be designed to adequately illuminate sign messages while producing minimal glare, light pollution, light cast on directly adjacent structures.

5.3 TEMPORARY SIGNS

5.3.1 Signs to identify new projects are required. These signs are to be temporary and shall be removed before occupancy is granted to a constructed project.

5.3.2 Temporary signs for special events within the Downtown District are permitted. These signs shall be removed within seven days of the special event completion.



Figure 5.1: Example of temporary event signage.

5.4 NON-CONFORMING SIGNS

5.4.1 This section reserved for future use.

5.5 PROHIBITED SIGNS

5.5.1 Billboards, business/ advertising pole signs, and large format freestanding signs are not permitted in the Downtown District without ARB approval and a permit issued by the Town.

5.5.2 Flashing, animated, and automated messaging signs are not permitted. Signs and displays showing motion are not permitted.

5.5.3 No sign, permanent or temporary, shall be attached to trees, fences, or utility structures.

5.5.4 Neon signs are not permitted.

5.5.5 All elevated signage located within the right-of-way shall require ARB approval.

5.5.6 Permanently anchored ground signs are not permitted in the right-of-way.

5.6 SIGN TYPES

5.6.1 Figure 5.2 identifies signs types and allowable zone locations for each type of signage.

Sign Types	DCR-OL Downtown Core	POK-OL Park Overlook	DND-OL Downtown Neighborhood
Projecting Sign: A sign attached to and projecting from a structure facade or wall. Signs are typically attached at 90 degree angles to the structure. Corner signage may be attached at 45 degree angles.	●		
Canopy / Awning Sign: Horizontal signage that is incorporated or attached to the front edge of a canopy or awning.	●	●	
Ribbon Sign: Horizontal signage that is attached to a horizontal course of a structure facade, typically located above an entry point.	●	●	●
Ground / Free-standing Sign: A permanent sign separate from any structure with its own foundation support. This type of sign can range from monument signage to business signage.	●	●	
Pedestrian Blade Sign: A horizontal sign that projects from the face of a structure, typically near the entry point, that identifies the tenant.	●	●	●
Sandwich Board Sign: A temporary, moveable sign which is located and constructed to form an “A” shape, and can be hinged or not hinged.	●	●	●
Wall Sign: A sign attached to or integral with a structure facade or window surface. The signs typically run parallel or perpendicular to the surface upon which they are attached.	●	●	●
Directory / Wayfinding Sign: Pedestrian scaled signs that assist in directing, educating, and guiding visitors and community members throughout Yorktown.	●	●	●
Window Sign: A sign located in a window that allows for advertisement, general tenant information, or aesthetic enhancements.	●	●	
Parking Sign: Directional signs for parking garages or lots.	●		

Figure 5.2: Signage types and allowable sign placement designations.

● Denotes permitted sign type in the Overlay District.

5.6.2 Projecting Signs

- A. Projecting signs are only allowable on structures that are two stories and higher.
- B. Projecting signs shall not protrude above the structure roofline.
- C. All petitioners wishing to have a projecting sign shall provide proper information verifying the structure façade can handle signage weight and **ice/snow/** wind loads.
- D. Projecting signs may be fully located within the right-of-way with approval from the Architectural Review Board.
- E. Changeable copy is not permitted on projecting signs.
- F. A maximum of two projecting signs per façade per street frontage is allowable.
- G. Maximum area allowable for a projecting sign shall be 20 square feet per side.
- H. Maximum height for projecting signs shall be six feet for structures 24 to 36 feet in height and eight feet for structures over 36 feet in height. Maximum sign width shall be two feet.
- I. Projecting sign size guidelines shall be dictated by the height of the structure's continuous, vertical front face. Recessed upper floors shall be excluded from front face height.
- J. Projecting signs shall not protrude from **the** building more than 18 inches.
- K. Illumination is not permitted.



Figure 5.3: Example of a projecting sign on a signature building corner.



Figure 5.4: Example of canopy / awning sign.

5.6.3 Canopy / Awning Signs

- A. Canopy and awning signage shall only be located at the leading edge of structure.
- B. Awning copy shall not exceed 10 inches in height and not occupy more than 60 percent of the leading edge.
- C. Canopy copy shall not exceed 10 inches in height and 8 feet in width.
- D. **Internal** illumination is not permitted with the exception of digital pricing signage for gas station canopies.



Figure 5.5: Example of ribbon sign with external illumination.

5.6.4 Ribbon Signs

- A. Ribbon signs shall be a single row of text.
- B. Copy shall not exceed 16 inches in height.
- C. External illumination is permitted.

5.6.5 Ground / Free-standing Signs

- A. Ground and free-standing signs shall be permitted on lots in which the building has a minimum setback of eighteen feet from the right-of-way, or an existing sign is to be replaced - see 5.5.1.
- B. Construction materials shall consist of masonry, metal, concrete or a combination of these materials, along with common industry standard signage materials.
- C. Landscaping (perennial and/or evergreen) shall be required around the sign for a plan area equal to the square footage of two sign faces at a minimum.
- D. Sign face shall neither exceed 24 square feet per side nor 5 feet in height. Height is from grade to top of structure or lettering.
- E. Ground signs shall adhere to local road vision clearance triangle standards using a 20' basis of design. Coordinate all applicable signage with INDOT when located within INDOT jurisdictional boundaries. Final ground sign locations and setbacks shall be approved by the ARB.
- F. Ground and free-standing signs shall not be located in the right-of-way, except civic and monument signage.
- G. External and/or internal illumination is permitted.

5.6.6 Pedestrian Blade Signs

- A. Each tenant shall be allowed one pedestrian blade sign maximum per street frontage.
- B. Pedestrian blade signs shall be a maximum of five square feet per side. Maximum sign height and width shall be 30 inches.
- C. Pedestrian blade signs shall not protrude from the building more than 18 inches and the bottom shall be mounted no less than 8 feet from the sidewalk.
- D. Signs may be fully located within the right-of-way with approval from the Architectural Review Board.
- E. Copy shall not be changeable.
- F. External illumination is permitted.

5.6.7 Sandwich Board Signs

- A. Sandwich board signs shall not exceed 42 inches in height and 30 inches in width.
- B. These signs may only be used during business hours.



Figure 5.6: Example of pedestrian blade signs.



Figure 5.7: Example of a durable, aesthetic sandwich board.



Figure 5.8: Example of a wall sign, combined with a pedestrian blade.

- C. Only tenants with entries from sidewalks shall be permitted to use sandwich board signs.
- D. Sandwich board signs shall be constructed of durable materials and be of Downtown aesthetic quality.
- E. Sandwich board signs shall be located on the curb side of the sidewalk, and shall be located to maintain clear pedestrian paths of travel.
- F. Illumination is not permitted.

5.6.8 Wall Signs

- A. Wall signs shall be constructed of durable materials and match the aesthetic of the architecture to which the sign is affixed.
- B. Wall signs shall be a single row of text and shall be permitted at the top of a structure's façade (upper wall sign) and between the first and second floors (lower wall sign).
- C. Upper wall signs shall not exceed 24 inches in height. Such signs are only permitted on structures three or more stories in height. Maximum length for upper wall signs shall not exceed 10 feet.
- D. Lower wall signs shall not exceed 16 inches in height. Maximum length for lower wall signs shall not exceed eight feet.
- E. Each tenant is permitted one lower wall sign per street frontage.
- F. Only one upper wall sign shall be permitted per street frontage.
- G. All upper and lower wall signs shall have text approximately the same height, within ten percent, as adjacent developments with similar sign types.
- H. Wall signs may be mounted directly to the structure or on a raceway. Raceways shall match the color of structure to which it is affixed.
- I. Lower wall signage shall have a minimum separation of 20 feet on center.
- J. Using both upper and lower wall signs on the same façade to represent the same entity is prohibited.
- K. External illumination is permitted for lower wall signs only.

5.6.9 Directory / Wayfinding Signs

- A. Directory and wayfinding signs can be free-standing or affixed to a structure.
- B. Signs may be located in the right-of-way. Directory

and wayfinding signs within the right-of-way shall not impede vehicular sight triangles and maintain six feet clear pedestrian paths of travel.

- C. Maximum sign panel height shall not exceed five feet for free-standing and four feet for affixed signage. Maximum sign panel width shall not exceed three feet. Maximum overall height shall not exceed seven feet, including sign base and any architectural treatment to the sign top.
- D. Materials shall consist of masonry, metal, concrete, or a combination of the three, along with common industry standard signage materials.
- E. External and/or internal illumination is permitted.

5.6.10 Window Signs

- A. Window signs shall be not occupy more than 40 percent of the glass upon which they are affixed.
- B. Window signs that are not affixed to glass shall not cover more than 20 percent of the window area.
- C. Window signs shall only be permitted on ground floor windows.
- D. Illumination is permitted. Window signs shall not flash. Window signs with illumination shall not exceed ten percent of the window area.

5.6.11 Parking Signs

- A. Parking signs shall consist only of directional signage.
- B. Parking signs shall not exceed four square feet per side.

5.6.12 Petitioners and tenants are encouraged to incorporate a variety of sign types for each building use.



Figure 5.9: Example of a decal window sign.