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SECTION 5:

Signage Guidelines

5.1 INTENT & DEFINITIONS

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.

“Copy” - The wording, logo, shapes, and object content of a sign in either permanent or removable letter media.

5.2 GENERAL REQUIREMENTS

5.2.1 Sign Design: All signs shall complement the materials and detailing of the structure which they are located and shall be constructed of durable materials. Sign size, shape, color, height, and placement must be compatible and harmonious with the building to which it is affixed. Use of multiple sign types shall conform to the aforementioned requirements. Logos may extend to 18 inches in height, but shall not exceed 30% of the maximum permitted area of the sign. All sign elements, information, and copy shall be appropriately proportioned to surrounding elements. Business branding styles and colors are permitted so long as their use complies with all requirements of this section.

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



Figure 5.1: Example of temporary event signage.

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.

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 are subject to section 5.6.12 herein.

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.

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.	●		
Pole Sign: A freestanding sign that is detached from a building and is supported by one or more structural elements	●	●	

Figure 5.2: Chart - Signage types and allowable sign placement designations.



Denotes permitted sign type in the Overlay District. Restrictions and/or Exclusions may apply.

Sign Types	All Districts & Right-of-Way Conditions	0 - 25' from Right-of-Way	25' - 55' from Right-of-Way	55' + from Right-of-Way
Projecting Sign Reference 5.6.2	ONLY 2 STORY BUILDINGS OR TALLER 20 SF & 18" PROJECTION, MAX.	SEE LEFT	SEE LEFT	SEE LEFT
Canopy / Awning Sign Reference 5.6.3	AWNING COPY, WORDING = 10" HT. MAX. CANOPY COPY, LOGO = 18" HT. MAX. CANOPY COPY, WORDING = 12" HT. MAX.	SEE LEFT	SEE LEFT	SEE LEFT
Ribbon Sign Reference 5.6.4	REFERENCE RIGHT	COPY HT. MAX. = 24" HT.	COPY HT. MAX. = 36" HT.	COPY HT. MAX. = 36" HT.
Ground / Free-standing Sign Reference 5.6.5	FACE NOT TO EXCEED 24 SF PER SIDE, NOR 5' HT.	REFERENCE 5.6.5.A.	SEE LEFT	SEE LEFT
Pedestrian Blade Sign Reference 5.6.6	5 SF MAX. PER SIDE 30" MAX. HT. & W.	SEE LEFT	SEE LEFT	SEE LEFT
Sandwich Board Sign Reference 5.6.7	42" HT. x 30" W. MAX.	SEE LEFT	SEE LEFT	SEE LEFT
Wall Sign Reference 5.6.8 (See item 4, below)	REFERENCE RIGHT	LOWER: 24" HT. x 96" W. MAX. UPPER: 30" HT. MAX.	LOWER: 48" HT. x 144" W. MAX. UPPER: 60" HT. MAX.	LOWER: 60" HT. x 180" W. MAX. UPPER: 72" HT. MAX.
Directory / Wayfinding Sign Reference 5.6.9	3' W. & 7' OVERALL HT. MAX.	SEE LEFT	SEE LEFT	SEE LEFT
Window Sign Reference 5.6.10	MAX. AREA (AFFIXED TO GLASS) = 40% MAX. AREA (NOT AFFIXED) = 20%	SEE LEFT	SEE LEFT	SEE LEFT
Parking Sign Reference 5.6.11	REFERENCE 5.6.11	SEE LEFT	SEE LEFT	SEE LEFT
Pole Sign Reference 5.6.12	NO NEW OR REPLACED POLE SIGNS MODIFIED REQUIRES ARB APPROVAL	SEE LEFT	SEE LEFT	SEE LEFT

LEGEND and NOTES:

- 1) Refer to Figure 5.1 and 5.6.2 through 5.6.12 for full descriptions and requirements.
- 2) All new, modified, and/ or replaced signs shall meet the Overlay District Signage Guidelines.
- 3) Sign Distances shall be measured using establish property records and/ or County GIS data. Method of measurement shall be from the furthest street-side Right-of-Way (ROW) to the center of the street-side building facade.
- 4) Maximum Width shall be based on maintaining 12" clear from Architectural Facade features, including windows and doors.

Figure 5.3: Chart - Sign Types - Size Guide and Right-of-Way (ROW) Restrictions.

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.

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 roof line.
- 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.

5.6.3 Canopy / Awning Signs

- A. Canopy and awning signage shall only be located at the leading edge of structure.



Figure 5.4: Example of a projecting sign on a signature building corner.



Figure 5.5: Example of canopy / awning sign.



Figure 5.6: Example of ribbon sign with external illumination.

- B. Awning copy shall not exceed 10 inches in height and not occupy more than 60 percent of the leading edge.
- C. Canopy copy (logos) shall not exceed 18 inches in height. Canopy copy (wording) shall not exceed 12 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.

5.6.4 Ribbon Signs

- A. Ribbon signs shall be a single row of text.
- B. Copy shall not exceed 24 inches in height for signs in the 0-25' from ROW zone. Refer to Figure 5.3 (page 5-4) for all requirements.
- 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.

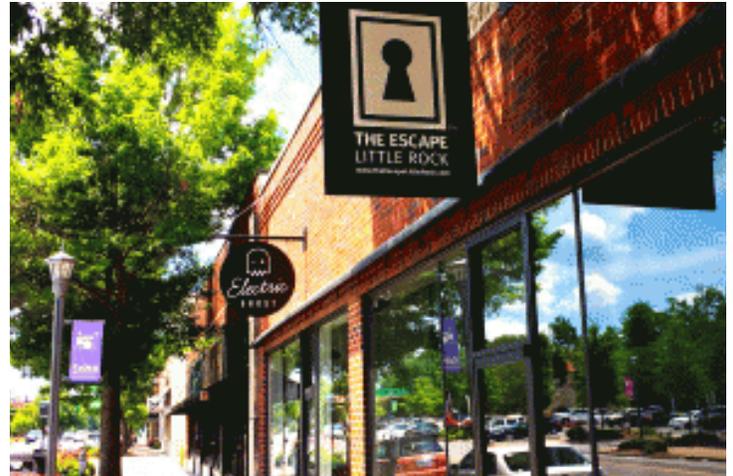


Figure 5.7: Example of pedestrian blade signs.



Figure 5.8: Example of a durable, aesthetic sandwich board.



Figure 5.9: Example of a wall sign, combined with a pedestrian blade.

- 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.
- 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 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 adhere to the size requirements listed in Figure 5.3 (page 5-4).
- D. Lower wall signs shall adhere to the size requirements listed in Figure 5.3 (page 5-4).
- 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 copy approximately the same overall proportions and height, within 10 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 the 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 not occupy more than 40 percent of the glass upon which they are affixed, as measured by the overall length and width of the copy. Copy may be opaque. Void space within the overall area in use shall be transparent. Refer to Figure 5.10.
- 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 10 percent of the window area.

5.6.11 Parking Signs

- A. Parking signs shall consist only of directional signage.



Figure 5.10: Example of a decal window sign.

- B. Parking signs shall not exceed four square feet per side.

5.6.12 Pole Signs

- A. New or Replaced Pole Signs, including all connected signage structure and materials shall be prohibited.
- B. Existing pole signs may be refurbished or restored only upon application to and approval by the ARB.
- C. Refurbishment and/or restoration of pole signs shall not be approved by the ARB if it significantly changes its character, size, location, materials, color, or is otherwise non-compliant with the Signage Guidelines.

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