

# DOWNTOWN LONGMONT DISTRICT



2014

## Sign Design Standards

The Downtown Longmont District is the active heart of our community, a historic core of Longmont's roots and identity, a community destination and emerging arts & entertainment hub. The brick and stone facades provide a link with our past. The vibrant, modern businesses make it a progressive destination. These standards are set to preserve the inherent historic nature of the district while encouraging unique, creative and innovative approaches to signage that are compatible and coordinated.

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## PURPOSE |

Signs are an important design element that can improve the visual quality of the downtown, bring human scale to the street environment, and create a sense of interest and activity. The intent of the sign design standards is to accomplish the following:

- Promote and fulfill the Downtown Longmont Master Plan of Development and the Longmont Arts and Entertainment Strategic Report and Action Plan.
- Promote economic vitality and enhance property values and the visual environment in the downtown district.
- Protect and promote the historic character of the downtown through appropriate sign design.
- Encourage unique, creative and innovative signs that are compatible and coordinated, making the district more unified.
- Establish reasonable and improved standards for effectively communicated business identification and assist property/business owners in complying with these design standards and City Codes.

## APPLICABILITY |

A legal nonconforming sign that exists prior to adoption on these design standards can remain as long as the business remains in place. Signs that did not receive approval from the City will need to be removed and comply with City Code and these design standards. With the exceptions above, standards set forth in this document apply to all properties within Longmont Downtown Development Authority (LDDA) boundary as indicated on the map on page 9.

- All new signs, replacement signs, and modifications to existing signs must comply with these standards. Maintenance and repair of existing non-conforming signs is not subject to these standards.
- Signs may not be changed or installed until approved by the Downtown Design Board and a City sign permit (if applicable) has been issued. Signs on historic landmark buildings are also subject to a certificate of appropriateness review and approval through the Historic Preservation Commission.
- Many nonconforming signs will exist within the LDDA boundary after these standards are implemented. The LDDA may provide time-limited incentives for those businesses that must comply with these standards or those that would like to upgrade their signage. Voluntary compliance with these standards is highly encouraged for businesses with existing legal nonconforming signage.

## CITY SIGN CODE |

In addition to the sign design standards contained in this document, all signs are subject to the requirements of the Longmont Sign Code (Sign Code) - Chapter 15.06 of the Longmont Municipal Code. The Sign Code addresses the number, type, size, area, design, etc. of signs allowed in the downtown and other areas of the City.

## PROCESS |

The following steps are typical for review of a sign application under these design standards. The complete process section for the Downtown Sign Design Standards is in Section 15.06.130 of the Sign Code:

### A. Sign review by Longmont Downtown Development Authority (LDDA) and City

1. If signs are proposed on a historic landmark – see Section B below.
2. Applicant reviews City Code and downtown sign design standards.
3. Applicant submits sign plan to LDDA for design standards compliance review.
4. LDDA Director may refer sign plan to Design Advisory Committee (DAC) for comments and recommendation.
5. LDDA Director may approve, approve with conditions, deny or refer the sign plan for review by the LDDA Downtown Design Board (DDB).
6. Decisions of the LDDA Director may be appealed to the DDB. Decisions of the DDB are final and may not be appealed except as provided by state law.
7. If a sign plan is approved by the LDDA, the Applicant then submits a sign permit application, as required, to the City for municipal code compliance review.

### B. Signs on Historic Landmarks

1. Applicant contacts City Planning and Development Services to schedule a pre-application conference.
2. Applicant submits certificate of appropriateness application to City Planning and Development Services
3. City staff may approve, approve with conditions, deny or refer the certificate of appropriateness to the Historic Preservation Commission.
4. Decisions of staff may be appealed to the Historic Preservation Commission. Decisions of the Historic Preservation Commission may be appealed to City Council. Decisions of City Council are final and may not be appealed, except as provided by state law. Refer to steps outlined in Section A.

## GENERAL SIGN STANDARDS |

- All signs must comply with all applicable City Codes.
- As a prerequisite to participation in any grant programs, all signs that do not conform to City regulations or these sign design standards must be removed or retrofitted to be in conformance.
- Signs that encroach into, project over or are placed on public property require approval of a Use of Public Places permit issued by the City.
- Signs shall be submitted as part of a sign program, whenever possible. A sign program is a design package that identifies a coordinated project theme of uniform design elements for all signs associated with a building or development, including color, lettering style, material, and placement. This is especially important in multi-tenant buildings.
- The LDDA has the authority to grant modifications from these design standards. Modifications or variances from City sign regulations require approval by the appropriate City decision making body.

## Sign Design & Placement |

- Signs shall be designed and made by a professional sign company or other qualified entity to develop high quality and artistically designed signs where appropriate.
- Signs shall be integrated with the building architecture in terms of size, shape, color, materials and lighting so that signs are compatible with the overall building design.
- Signs shall be located to complement the building architecture and fit proportionately in their locations.
- Signs shall incorporate unique shapes and designs whenever possible.

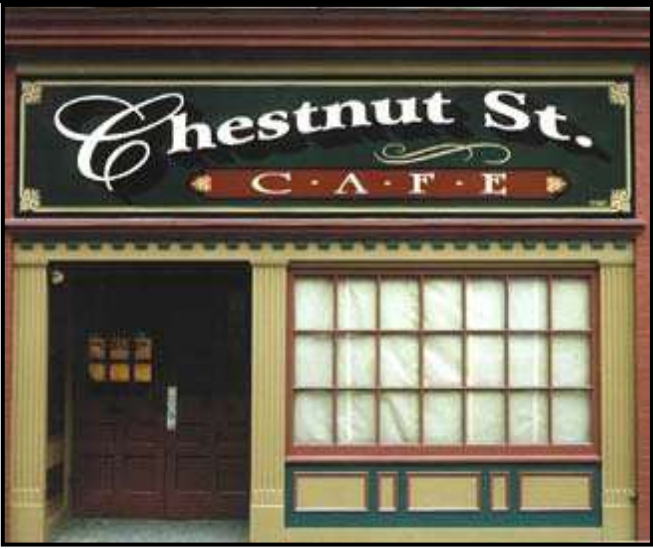

Artistically Designed	Proportionate Placement / Complements Architecture

## Appearance & Maintenance |

- All signs are to be maintained properly by the owner such that they are always in clean, working condition and the copy is not obscured or damaged.
- Basic maintenance and repair of legal non-conforming signs is permitted, and is not subject to these standards.
- All Sign Code regulations regarding discontinued use or change in use or business shall be followed.

## Materials |

- Signs shall be constructed using durable, high-quality architectural materials. Examples of materials include, but are not limited to, treated wood, metal, stone such as slate, marble, sandstone, brick or gilded or sandblasted glass.
- Sign colors shall blend with the building and storefront colors by selecting from complementary color ranges. Florescent or neon colors or over-scaled letters shall not be used.
- The design and alignment of signs on multiple use buildings shall complement each other such that a unified appearance is achieved.

	
<p>Quality materials and design with complementary color ranges</p>	<p>No over-scaled letters or improper placement</p>

## Sign Lighting |

- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are recommended for lighting purposes. Such signs convey a subtle and attractive appearance and are legible using a warm light, similar to sunlight.
- Signs that use blinking, scrolling, or flashing lights are not allowed.



- Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.
- Where individual letter signs face adjacent residential areas, illumination of signs shall be by back-lit/halo-lit letters or down lighting (i.e., gooseneck fixtures) only.
- Lighting shall come from shielded light sources carefully integrated into the overall design of the building.
- Lighting of signs shall avoid creating glare or light distribution that adversely affects motorists or pedestrians or surrounding properties.
- Neon or LED signs that are compatible with building architecture may be allowed on a case-by-case basis.
- Pedestrian scale, digital signage may be allowed in window displays only.



Neon lighting around the leaves. Back-lit or Halo lighting for the tree and the word “grow”. Channel lettering for the word “marketing”



Projecting light fixtures complement building design and provide adequate sign lighting

## Multi-storied Buildings |

- Signs for ground floor tenants shall be placed at the storefront level.
- Window signs and permanent banner signs are permitted on upper portions of buildings, provided they are within the same horizontal sign band.
- Upper story tenants with no ground floor presence shall be allowed window signs not exceeding 25 percent of the area of each window opening.

- Ground floor under awning/canopy signs for upper story tenants are permitted. A directory sign may also be located at the ground floor. See applicable Sign Specific Guidelines.

## Historic and Landmark Signs |

Historic signs contribute to the character of Downtown Longmont. They also have individual value, apart from the buildings to which they are attached. Consider history, context and design when determining whether to retain a historic sign. Retention is especially important when a sign is:

- A significant part of Longmont's history, history of the building, or the district.
- Representative of historic Longmont figures, events or places.
- Significant as evidence of the history of a product, business or service advertised.
- Represents characteristics of a specific historic period for Longmont.
- Integral to the building's design or physical fabric.
- Integrated into the design of a building such that removal could harm the integrity of a historic property's design or cause significant damage to its materials.
- An outstanding example of the sign maker's art because of its craftsmanship, use of materials, or design.

Historic signs of all types should be retained and restored whenever possible.

- Leave historic wall signs exposed whenever possible.
- Historic painted wall signs should not be restored to the point that they no longer provide evidence of a building's age and original function.
- Do not "over restore" historic wall signs to the point that all evidence of their age is lost.
- Do not significantly re-paint historic wall signs even if their appearance and form is recaptured.
- Use of neon signs may be allowed on historic buildings if there is evidence that neon was part of the original design.



## DOWNTOWN SIGN AREAS |

Sign requirements and styles can be different for each use and setting. Pedestrian-oriented commercial areas are designed to accommodate shoppers strolling along sidewalks, and motorists driving at slower speeds, resulting in different sign types. As Downtown Longmont has evolved, it has developed distinct characteristics in different areas of the district. Below is a brief description of each of these areas shown on the map on the next page. As needed, a modification from the sign standards may be granted if it allows for signs which better fit the character of the area as described below.

### **Main Street Pedestrian Corridor:** Main Street: 2<sup>nd</sup> Avenue – Longs Peak Avenue

The heart of downtown, this is a pedestrian friendly corridor with great historic character. There are limited setbacks as most buildings front directly to the street. Signs types in this area typically include pedestrian scale wall or projecting signs, awning/canopy signs, under awning/canopy signs, windows signs, A-frame signs and permanent banner signs.

### **Commercial Transition:** Coffman Street (both sides north of 2<sup>nd</sup> Avenue); Kimbark Street (except east side from 5<sup>th</sup> Avenue – Longs Peak Avenue)

These streets include mostly commercial businesses and service organizations. They have a vibrant mix of historic and new structures. Building setbacks vary in this area with some buildings adjacent to the sidewalk and others set back from the sidewalk. Signs types in this area typically include pedestrian scale wall or projecting signs, awning/canopy signs, under awning/canopy signs, windows signs, low profile monument signs, and A-frame signs.

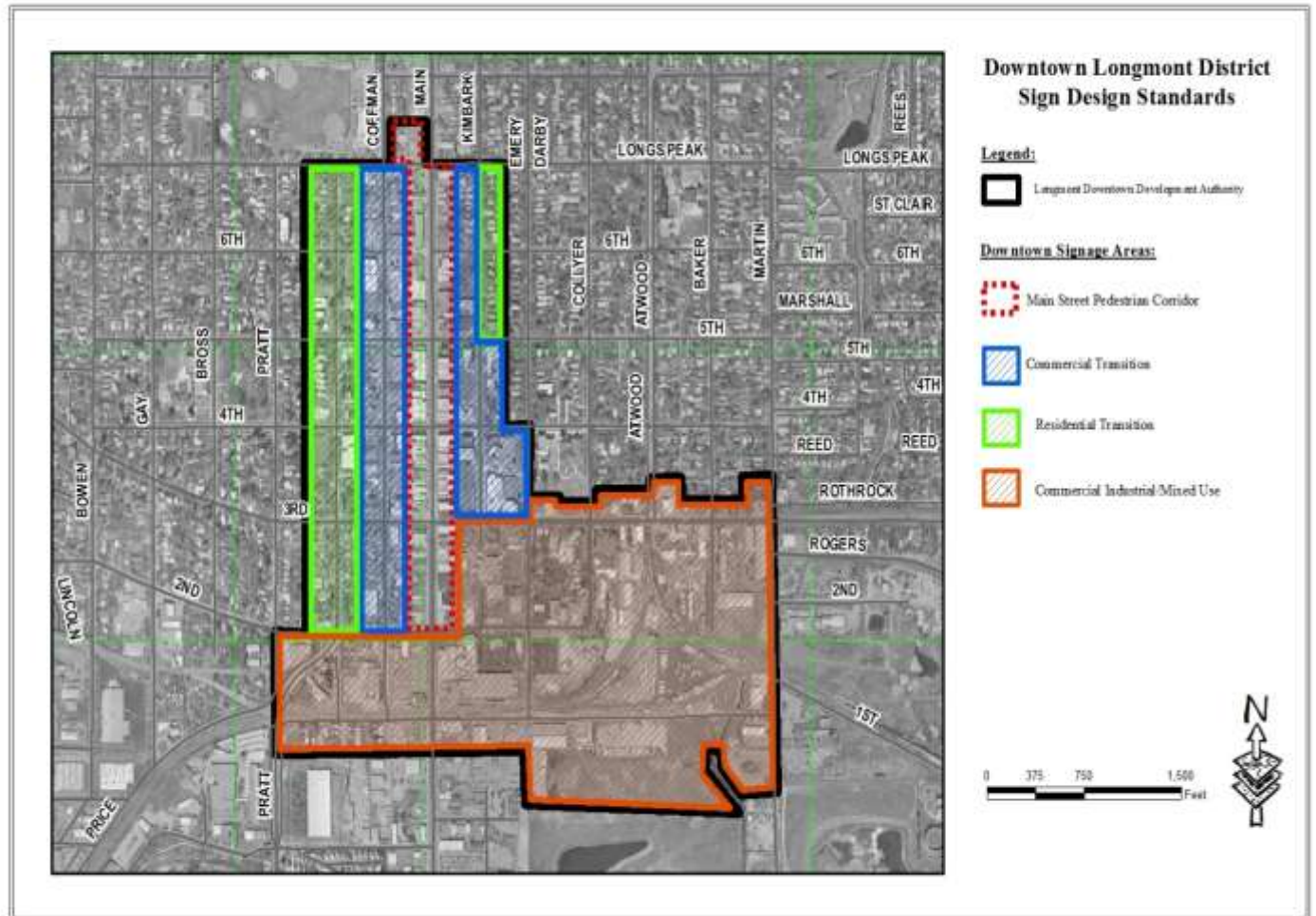
### **Residential Transition:** Terry Street; Kimbark Street (east side – 5<sup>th</sup> Avenue – Longs Peak Avenue)

These streets are mainly residential with some commercial businesses and are adjacent to historic residential districts and these areas include substantial historic character. Buildings tend to be setback from the sidewalk. Signs types in this area typically include pedestrian scale wall signs, awning/canopy signs, windows signs, low-profile monument signs, and A-frame signs.

### **Commercial-Industrial and Mixed Use Areas:** 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Avenue from Main Street to Martin Street and 1<sup>st</sup> and 2<sup>nd</sup> Avenue from Main Street to Terry Street

These areas contain a myriad of businesses, including commercial and industrial uses. Properties in this area typically have significantly larger building setbacks and individual parking lots. These areas are currently more oriented to vehicles than pedestrians although the mixed use areas are intended to be redeveloped for pedestrian oriented commercial and residential uses. Sign types in these areas are more varied, but generally include wall signs, window signs and monument signs. Flexibility in sign design should be considered until more redevelopment takes place in this area.

## DOWNTOWN SIGN AREAS



## PERMITTED SIGN TYPES |

The following types of signs are allowed within the LDDA boundaries. The number, size, placement, etc. of signs are limited by City Code.

- Projecting signs
- Under awning & canopy signs
- Wall signs
- Awning and canopy signs
- Permanent banner signs
- Window signs
- Handbill / paper signs
- Monument signs
- Specialty signs
  - Marquee signs
  - Restaurant menu signs
  - Tenant directory signs
  - Artful signs
  - Murals
- Portable / A-frame signs
- Temporary signs

## PROHIBITED SIGN TYPES |

The following types of signs are not allowed within the LDDA boundaries.

- Free standing pole or pylon signs
- Off-premise signs (e.g., billboards)
- Wind signs except federal, state or municipal flags and other wind signs permitted for downtown special events
- Signs encroaching upon a public right-of-way and/or attached to any element within a public right-of-way (e.g. lighting fixtures), except as allowed in these standards or City Code
- Animated signs, except as allowed in these standards
- Cabinet signs, unless a modification is granted
- All other signs prohibited by City Code

## SIGN TYPES |

The diagram below illustrates the different sign types outlined in this document. The diagram is not representative of all the sign types allowed, or the number of signs allowed on a building, property or right-of-way. The number, size, placement, etc. of signs on a building, property, or right-of-way is limited by City Code.



## SIGN SPECIFIC GUIDELINES |

A variety of sign types may be appropriate in Downtown Longmont if the sign promotes economic vitality, enhances the visual environment, and protects the historic character of downtown. The following sign design standards supplement all Sign Code standards for several sign types that are potentially appropriate in Downtown Longmont. All signs types must comply with the General Standards and Downtown Design Review Criteria listed in this document. Downtown Designs Tips are not required, but encouraged.

### PROJECTING SIGNS

Projecting signs are affixed to the face of a building or structure and project perpendicular from the wall surface of that portion of the building or structure to which it is mounted.

Projecting signs are strongly encouraged and should be carefully designed to reflect the character of each building or business, and to compliment adjacent signage.

		
Visually interesting elements are encouraged	Pedestrian scale & externally lit	Projecting cabinet signs are not allowed

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Projecting signs shall be pedestrian scale and be located to provide maximum visibility from adjacent signs.
- Cabinet projecting signs are not allowed.
- Projecting signs shall not be mounted above the second floor window-sill in multi-storied buildings.
- External sign illumination is preferred.
- Projecting signs with only the sign lettering or logo internally illumination and the background not illuminated will be considered on a case by case basis.
- Location of projecting signs shall relate to the building façade and entries and shall provide adequate clearance for pedestrians, and vehicles if located on alleys.

### Downtown Design Tips:

- The design of the sign should consider visually interesting elements with painted or applied letters, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- Mounting hardware should be an attractive and integral part of the sign design. Decorative iron brackets that support projecting signs are encouraged where feasible. The lines of the brackets should complement the shape of the sign and the façade as a whole.

### UNDER AWNING OR CANOPY SIGNS

Under awning or canopy signs are similar to projecting signs except that they are suspended under a canopy. These signs are smaller than projecting signs due to their lower mounting height and are usually perpendicular to the building face, but may be parallel to the building where it is recessed.



### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Signs shall be well-designed, creative and oriented toward the pedestrian.
- Signs shall not be illuminated.
- Cabinet signs are not allowed.
- Signs shall be used only at ground floor locations along sidewalks.
- If multiple signs are placed along a building frontage for multiple businesses, the signs shall be mounted with their bottom edge the same distance above the sidewalk and shall be of similar size and shape.

### Downtown Design Tips:






- Use an under awning or canopy sign when other sign types would obscure architectural details.



- Mounting hardware should be an attractive and integral part of the sign design. Decorative iron brackets that support projecting signs are encouraged where feasible. The lines of the brackets should complement the shape of the sign and the façade as a whole.

## WALL SIGNS

Wall signs are to be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending beyond the side of the building face or above the highest line of the building to which it is attached.

		
Individually-mounted letters	Placed in signable area	No cabinet signs or internal illumination with translucent sign faces
		(left) Interesting sign faces with channel letters may be an option for existing cabinet sign lighting infrastructure

## Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Placement of wall signs shall promote design compatibility among buildings by aligning with other signs on the same and nearby buildings.
- Cabinet signs are not allowed.
- Signs painted directly on the building are prohibited, except when recreating historic signs.
- Wall signs must conform to General Standards for sign lighting.

## Downtown Design Tips:

- Wall signs should be located on the upper portion of the ground level storefront, just above the storefront opening, when possible.



- Individual mounted letters (with or without internal illumination) are encouraged and preferable for wall signs.
- Whenever possible, wall signs should be placed within a clear signable area.

## AWNING & CANOPY SIGNS

Awning and canopy signs are signs that are printed on, or attached to, an awning or canopy above a business door or window. They generally serve to bring color to the shopping environment and are oriented toward pedestrians.

		
<p>Mounted on horizontal framing over individual windows</p>	<p>Open-ended style awnings are preferred</p>	<p>No back-lit graphics or fluorescent tube lights</p>

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Awnings shall be designed with individual awnings for each window and door opening rather than a single awning extending over multiple window openings or masonry piers or arches.
- Awnings with back-lit graphics or fluorescent tube lights that make the awning appear as a large sign are prohibited. Awnings with other kinds of illumination will be reviewed on a case by case basis.
- Matte finish canvas, glass, or decorative metal are appropriate materials for awnings or canopies.
- Plastic coverings or wood shingles are prohibited. Other materials will be reviewed on a case by case basis.
- Painting cloth awnings, hanging temporary signage, or other patching in order to change sign copy is prohibited.




### Downtown Design Tips:

- Where feasible, awnings should be provided with removable valance and end panels to accommodate future changes in sign copy.
- When possible, text copy should be located on the fabric valance flap of the awning.

- Open-ended style awnings are encouraged.
- Awnings and canopies should be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
- Awnings with a solid color are encouraged.

## PERMANENT BANNER SIGNS

Permanent banner signs often help to add interest and color to blank facades and special buildings that front a sidewalk. They are to be vertically oriented, and compatible with the overall character and color of the building. These are a great way to create vibrancy, promote brand of store, or add seasonal interest.

		
Mounted perpendicular	Brackets at top and bottom	Coordinated with other signage

## Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Permanent banners are allowed on building facades built to the property line provided such banners do not adversely impact pedestrian or vehicle access.
- Permanent banner signs shall look like architectural elements of the building and shall hang from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building.
- Banner signs shall be mounted perpendicular to the face of the façade and shall not exceed 5 feet in length.
- For banners installed more than 8 feet above the sidewalk, brackets shall be provided at both the top and bottom of the banner. Such banners shall not project more than 24 inches from the building and shall not exceed three per building frontage.
- Banners installed less than 8 feet above the sidewalk shall not project more than 18 inches from the building, shall only be secured to the top and be weighted at the bottom. No more than two banners shall be permitted per building frontage.

### Downtown Design Tips:

- Banners with unique shapes are encouraged to provide visual interest to your business.
- Banners should be composed of lettering and graphics that are consistent with the image of the business and the surrounding architectural style.

### WINDOW SIGNS

Window signs are signs that are painted, posted, displayed, affixed or etched on an interior translucent or transparent surface, including windows or doors. Signs within 6 feet of a window inside a building are also considered window signs when they are clearly visible from the sidewalk or are intended to function like a window sign. Window signs that meet the following criteria do not count toward the overall building sign allowance.

		
Applied to interior glazing	Cannot obscure visibility	No hand-painted signage or signs that cover more than 25% of the window

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Window signs may not completely obscure visibility into or out of the window. Exceptions may be made for signs that screen appropriate uses.
- Flashing signs are prohibited.
- Signs shall not occupy more than 25 percent of each window opening.
- Temporary handwritten, paper, cardboard and plastic signs are not allowed. Makeshift sign message applications on windows with paint or other mediums are prohibited.
- Electronic window displays with moving or animated images shall be pedestrian scale and are subject to review on a case-by-case basis. LCD, LED or neon signs may be allowed provided that all electrical supply cords, conduit and electrical transformers have minimized visibility through the window.

### Downtown Design Tips:

- Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.
- See handbill section for other guidelines.

## HANDBILLS/PAPER SIGNS

Handbills are printed or written signs advertising events or any merchandise, product, commodity, service or thing. Handbills are often placed in windows and temporary in nature.

	
Choose a designated spot for handbills or temporary signage	No temporary signage or handbills should cover more than 25% of the window

## Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Affixing temporary signs, announcements, handmade signs, handbills or other similar items to exterior wall faces, light poles, benches or other exterior street furniture is prohibited.
- Temporary paper signs or handbills for announcements are acceptable only if affixed to the inside surface of a display window and the cumulative sign area of such signs accounts for no more than 25% of each window opening.
- Temporary handwritten signs are prohibited. Makeshift sign message applications on windows with paint or other mediums are prohibited.
- Limited window area may be designated as a community bulletin board area, although a separate space inside the building is strongly preferred. If an area is designated:
  - It shall not exceed 10 square feet of storefront window for temporary handbills or signage
  - Signs must be maintained and up to date

## MONUMENT SIGNS

Monument signs are freestanding signs with a lower profile. Such signs are usually used for buildings that are separated from adjacent streets by substantial setbacks.

		
<p>Low profile signs shall be in landscaped areas</p>	<p>Designs shall be compatible with the buildings</p>	<p>Consider interesting shapes and lighting options</p>

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Monument signs shall not overhang or encroach onto public property
- Monument signs may be supported by two columns or have a solid base constructed of brick, stone or other compatible material. Low profile signs supported by a single column may be considered on a case-by-case basis.
- Monument signs shall include a high-quality design that is compatible with the building.
- Monument signs shall be illuminated by external fixtures designed to complement the appearance of the sign. Internally illuminated signs may be considered on a case basis with the following criteria: only text and logos may be illuminated with opaque backgrounds of a non-reflective material.

### Downtown Design Tips:

- Monument signs should use lettering and graphics that are consistent with the image of the business and the surrounding architectural style.
- Sign text should be limited to the building or business name, logos, and the business address.
- Unique shapes should be considered to add visual interest.
- Monument signs should only be used when other alternative types of signage would not provide adequate identification.



## SPECIALTY SIGNS

### MARQUEE SIGNS

Marquee signs are wall or projecting signs attached to or supported by a permanent canopy often made of metal and glass. Marquee signs are to be installed only on buildings occupied by theaters, cinemas or performing arts facilities.



Marque signs can be projecting. Changeable copy may not contain off site advertising

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
- Signs shall not contain any off site advertising.
- Marquee signs shall be appropriate in size, location, and design to the character and architectural detail of the building.
- Marquee signs shall not project more than 5 feet from the building.

### RESTAURANT MENU SIGNS

Restaurant menu signs are signs that incorporate a menu containing a listing of products and prices offered by the business. Restaurant menu signs are not required, but are permissible and encouraged.

Such signs facilitate the customer in locating a restaurant in which to patronize. Therefore, prominently displayed menus with prices and other important information can help the customer in making this decision.

		
Menu signs can be illuminated	Menu signs should complement the architectural detail of the building	Unique shapes and artistic designs add visual interest

### Downtown Design Review Criteria:




- Signs must comply with all General Standards listed in this document and all City Codes. Durable, high-quality materials and artistic designs shall be used in the construction of menu signs.
- Restaurant menu signs shall be appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.

### Downtown Design Tips:

- Restaurant menu signs may be appropriately illuminated. They should be located in a permanently mounted display box on the surface of the building adjacent to the entry.

### TENANT DIRECTORY SIGNS

Tenant directory signs are used to identify multi-tenant buildings and businesses that do not have direct frontage on a public street. Tenant directory signs shall be constructed and oriented to the pedestrian.

		
Tenant directories can be freestanding	Tenant directories can be mounted against a flat wall	Projecting tenant directories work for multi-tenant buildings

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.



## Downtown Longmont Sign Design Standards

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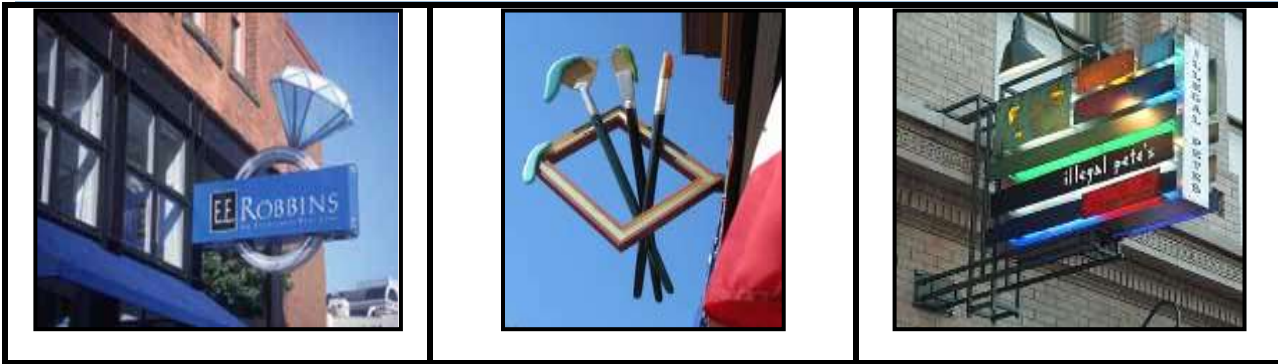
- Tenant directory signs shall be mounted flat against a wall, project from the wall, or be incorporated into a monument sign located on the property on which the tenants are located.
- Tenant directory signs shall be constructed with materials that are compatible with the building design.
- No cabinet signs are allowed.
- Externally lit or halo lighting may be used to illuminate signs.

### Downtown Design Tips:

- The sign copy should include the following: building or business name, logo, address, and suite numbers or letters.

### ARTFUL SIGNS

Artful Signs advertise the occupant's business through use of graphic or crafted symbols.



### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Artful sign features may be incorporated into any of the allowable sign types identified above.
- Artful features must comply with general and specific standards for signs in the program area.

### Downtown Design Tips:

- Signs that advertise the occupant's business through the use of graphic or crafted symbols, such as cocktails, jewelry, books, etc. are encouraged.

### MURALS

A mural is a large picture painted directly on the side of the building whose content, generally, should reflect a cultural, historic or environmental event(s) or subject matter related to Downtown Longmont. Murals are valuable additions to Downtown that can enhance architecturally stark building facades and provide visual interest. Murals using advertising content are regulated as a wall sign and are subject to the same standards as wall signs.

Murals will be reviewed on a case-by-case basis. If the mural contains advertising, logos, or commercial messages, it qualifies as a sign and must be reviewed in context of the overall signage plan.

### Downtown Design Review Criteria:




- Signs must comply with all General Standards listed in this document and all City Codes.
- Murals using advertising content are subject to the size requirements for wall signs.
- The material the mural is placed on shall be durable and resistant to graffiti and weather.
- Unpainted, original brick shall not be used for murals.

### Downtown Design Tips:

- A mural should be incorporated as an element of the overall building design.

## PORTABLE/A-FRAME SIGNS

A-frame/sandwich board signs are designed to stand by itself either on public or private property. Such signs are portable and are usually placed along public sidewalks to attract pedestrians into areas adjacent businesses.

		
<p>Sandwich boards should provide colorful displays</p>	<p>Weights can be concealed between sign panels</p>	<p>Plastic sandwich boards are not allowed</p>

### Downtown Design Review Criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Sandwich board sign bases shall be properly weighted with weight elements incorporated into the overall design of the sign, to ensure stability in windy conditions.
- Use of improvised measures to secure signs (e.g., concrete blocks, sand bags, etc.) are prohibited.
- Sandwich board signs shall be truly portable and cannot be permanently affixed to any structure or sidewalk, and must be removed from the public sidewalk at the end of each business day.
- Sandwich board signs shall have designed, finished edges of solid wood or metal framing.

- Shaped silhouette signs made of metal or wood framing may be allowed on a case-by-case basis.
- Display area may be chalk board, white board or coroplast printed materials.
- The maximum frame size for rectangular A-frame signs is 4 feet in height and 2 feet in width with up to 6 square feet of sign area. Rectangular signs are required to have an open base, either through wooden cut-outs or legs.
- Plastic sandwich boards are not allowed.
- Handbills or other paper signs shall not to be attached to A-frame signs.
- Other designs for portable signs may be considered on a case-by-case basis.

### Downtown Design Tips:

- A-frame sign designs should be uncluttered, with a minimum of text. Logos and graphics are encouraged.
- Sandwich boards should provide colorful displays.

## TEMPORARY SIGNS

Temporary signs allow businesses to advertise specific events or projects, but are limited in duration.

 A large, artistic banner for 'CREATIVE directory' featuring a silhouette of a person sitting on a bench in front of a city skyline at night. The banner is set against a red background with a white horizontal band containing the text 'CREATIVE directory' and 'BUSINESS' below it.	 A storefront banner for a 'GRAND OPENING' with a '30% OFF' sign, featuring a colorful, abstract design. The banner is set against a white background with a yellow horizontal band containing the text 'GRAND OPENING' and '30% OFF' below it.	 A black gorilla-shaped sign with its arms raised, holding a red 'SALE' sign.	 A tall, thin, wind-activated sign with a blue and white design, mounted on a pole.
<p>Temporary business special event banners can be displayed for 30 days per quarter and should be artistically or creatively designed</p>	<p>No wind or air activated signs permitted except for LDDA signs for a downtown special event</p>		

There are several types of temporary signs:

**Temporary business sign** means a sign or advertising display designed or intended to be displayed for a short period of time, excluding grand openings, sales, or other special events. Typically, this signage is used when a business opens before its permanent signage is installed.

- Temporary business signage is to be displayed no more than sixty days per calendar year.

**Temporary sign** means a sign which is intended to advertise community or civic projects, construction projects, real estate for sale or lease.

- Temporary real estate and construction signage can be displayed for longer durations subject to City Code.

**Business special event** sign means a banner promoting a business, including grand openings, which may include, but is not limited to, sales promotion, going-out-of-business sales, or new product information.

- Business special event signs are to be displayed for no more than thirty days in a three month period.

**Downtown special event signage** is used for and during downtown special events:

- Specific special event signage (including wind signs, flags and banners) can be allowed for LDDA sanctioned events or downtown events subject to a Use of Public Places Permit. All signs must be approved by the Downtown Design Board.
- Special event signs may be displayed one day prior and throughout the duration of a special event.

### Downtown Design Review Criteria:

All temporary signage shall meet the following criteria:

- Signs must comply with all General Standards listed in this document and all City Codes.
- Signs shall be made of quality, durable materials and shall not incorporate fluorescent or intensely bright colors.
- Signs shall be made and designed by a professional sign company or other qualified entity. Artistically designed signs may be appropriate.
- Air activated signs, wind signs, staked signs and streamers or pennants are not allowed, except for wind signs allowed as part of a downtown special event.

## DEFINITIONS |

Words, terms and phrases used in this design manual, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

**Animated sign:** a sign or any portion of a sign that changes position by movement or rotation or gives the illusion of such change of position.

**Architectural features:** finished elements of a building that define a structure's architectural style and physical uniqueness, including, but not limited to windows, doors, trim, and ornamental features.

**Awning:** a hood, cover, or shelter, which may be fixed or retractable, and which projects from the exterior wall of a building over a window, walk, door, or similar building feature. An awning is often constructed from fabric, metal, or glass.

**Back-lit letter:** an illuminated reverse channel letter (open or translucent back), where light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as silhouette-lit or halo-lit.

**Banner:** any sign of lightweight fabric or similar material permanently mounted to a pole or a building by a frame at one or more edges. National, state or municipal flags are not considered banners.

**Billboard:** a sign identifying or communicating a commercial or noncommercial message related to an activity conducted, a service rendered, or a commodity sold at a location other than where the sign is located.

**Cabinet sign:** a sign structure consisting of a frame and removable sign face(s), and typically include internal illumination. Can also be referred to as internally illuminated plastic can signs.

**Canopy:** any open, permanent roof-like accessory structure which is supported by the principal building.

**Copy:** the words, message, or logo displayed on a sign.

**Copy area:** the area that encloses the words, message, or logo on a sign.

**Channel letter:** a dimensional letter with no letter face or a clear or translucent face.

**External illumination:** lighting by means of a shielded light source not directly attached to or part of a sign, such as for example, a gooseneck lamp.

**Halo-Lit:** refer to Back-lit letter

**Historic sign:** a sign that reflects the local and unique history of the Longmont community. May or may not be a designated landmark sign.

**Internal illumination:** lighting by means of a light source within a sign having a translucent background, silhouetting opaque letters or designs, or exposed lighting, such as neon or LED, within the individual sign letters or logo.

**Kiosk:** a small structure, typically located within a pedestrian walkway or similar circulation area, and intended for use as a key, magazine or similar type of small shop, or for use as display space for posters, notices, exhibits, etc.

**Landmark sign:** an existing sign with a distinctive architectural style and historic significance which has been officially designated as a historic landmark.

**Light source:** neon, fluorescent or similar tube lighting, incandescent bulb (including the light-producing elements therein), light-emitting diode (LED) and any reflecting surface which, by reason of its construction and/or placement, becomes in effect the light source.

**Maintenance:** the replacing, repairing or repainting of a portion of a sign structure; periodic changing of bulletin board panels; or renewing of copy which has been made unusable by ordinary wear and tear, weather or accident.

**Marquee:** a sign with changeable messages attached to and supported by a building above an entrance.

**Monument sign:** any low-profile freestanding sign which is anchored to the ground with a base and is independent of any other structure.

**Nonconforming:** a sign that does not conform to the provisions of these sign standards.

**Off-premise:** a sign which advertises or directs attention to products or activities not provided on the parcel upon which the sign is located.

**Pole-mounted:** a freestanding sign supported by one or more poles and not considered to be a monument sign.

**Projecting sign:** a sign attached to a building and extending in whole or in part more than 12 inches horizontally beyond the wall surface of the building to which the sign is attached.

**Roof line:** the highest point on any building where an exterior wall encloses usable floor space, including floor area for housing mechanical equipment. The term "roof line" also includes the highest point on any parapet wall, providing such parapet wall extends around the entire perimeter of the building.

**Setback:** the distance from the property line to the nearest part of the applicable building, structure, or sign, measured perpendicularly to the property line.

**Sign:** any writing, pictorial representation, decoration, form, emblem, trademark, or any other figure of similar character that is designed to attract attention to the subject thereof or is used as a means of identification, advertisement or announcement

**Sign face:** the surface of a sign upon, against, or through which the message is displayed or illustrated.

**Signable area:** an architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.

**Sign program:** a design package that identifies a coordinated project theme of uniform design elements for all sign associated with a building or development, including color, lettering style, material, and placement.

**Special event:** any promotion of a business, including grand openings, which may include, but is not limited to, sales promotion, going-out-of-business sales, or new product information.

**Temporary sign:** a sign which is intended to advertise community or civic projects, construction projects, real estate for sale or lease.

**Temporary business sign:** a sign or advertising display designed or intended to be displayed for a short period of time, excluding grand openings, sales, or other special events.

**Wall sign:** a sign displayed upon or against the wall of an enclosed building with no part of the sign more than 12 inches from the wall. Any signs not formatted to appear to be one sign or contain one message, shall be deemed separate wall signs.

**Window sign:** any interior sign within six (6) feet of a window, or painted, attached, glued, or otherwise affixed to a window for the purpose of being visible from the exterior of the building.