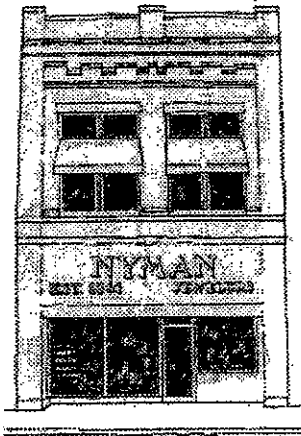


Seguin Historic District Design Guidelines



Signage:

What's Allowed

Samples and Examples

How to Apply

Signs Are Messages

Signs are important advertising features for Seguin's historic downtown. They tell us where businesses are located, what merchandise and services are available, and attract customers inside. Good signage creates a lively atmosphere and a strong identity for downtown businesses.

Why Control Signs?

Seguin's sign ordinance is designed to protect the historical character of the downtown district. Uncontrolled signage creates a visual clutter that is counter-productive to developing a healthy downtown economy and can hide or detract from the architectural details of older buildings. Signs that are over-

sized, badly located, poorly designed, or too numerous decrease the attractiveness of historic properties and make downtown a less pleasant destination for work, shopping and visiting.

Most of Seguin's commercial buildings were constructed between 1885 and 1925, so signs in the style of that period will contribute most to Seguin's historical charm.

Getting a Sign Permit

You will need to apply for a sign permit for any permanent sign that is larger than 8 square feet. If you are changing or altering your signage, beyond normal upkeep and maintenance, you should get a permit and bring your new signs into current compliance.

Small and temporary signs, such as For Lease or Help Wanted, do not require permits. Holiday and promotional banners and signs, for Freedom Fiesta or a Grand Opening, do not require permits. Sidewalk sandwich signs, such as Big Sale Today must meet size restrictions but do not require permits.

- Pick up an Application for Sign Permit from the Building Dept. on the second floor of Seguin's City Hall, 205 N. River Street, Seguin.
- Determine the proposed location, height, width, type of material, licensed installer, electrician (if needed), and approximate cost of your sign.
- Submit the application with two sets of the sign plans to the Building Dept. Permit Window on the second floor of City Hall.
- Allow a minimum of 5 working days for permit issuance.
- All signs must comply with location and size requirements as described in this booklet.

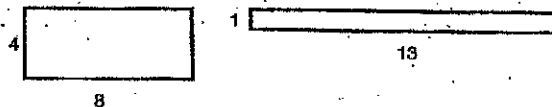
How Many Signs? How Big?

Each building may have up to two signs per street front facade. If you also have a rear entrance you may have a third sign at the rear.

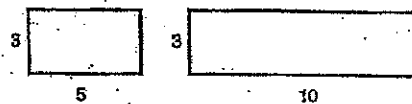
- Maximum allowable sign area per building facade is 45 square feet (sq. ft.)
- Maximum size for any individual sign is 45 square feet.
- Maximum allowable size of all signs per building facade is 2 sq. ft. of sign surface for each 50 sq. ft. of building facade, (but not to exceed the 45 sq. ft. rule).

Some examples of 45 sq. ft. of signage:

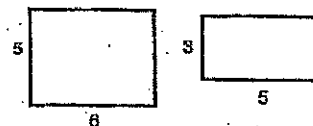
- One 4'x8' sign (32 sq. ft.) and one 1'x13' (13 sq. ft.), or



- One 3'x5' sign (15 sq. ft.) and one 3'x10' (30 sq. ft.), or



- One 5'x6' sign (30 sq. ft.) and one 3'x5' (15 sq. ft.).



- Window signs, sidewalk sandwich signs, and rear entrance signs are not included in the maximum signage totals.
- Please see size restrictions for these types of signs.

What's Allowed

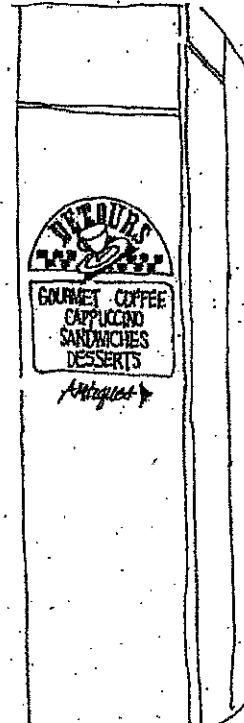
Wall Signs

- Flush mounted or painted on the building facade
- Can be lit by constant floodlight or spot lights at night
- Good visibility for cars and pedestrians across the street



Window Signs

- Painted or applied directly on the window glass
- Can cover up to 25% of the glass area
- Lettering may not be larger than 12" high
- Good for attracting pedestrians inside
- In addition to allowable maximum signage area

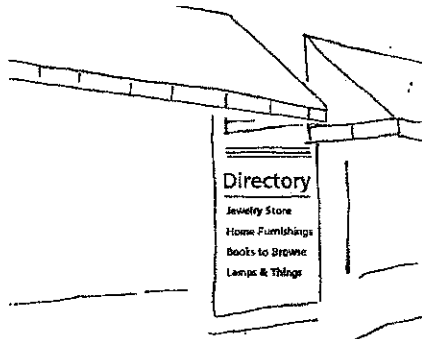
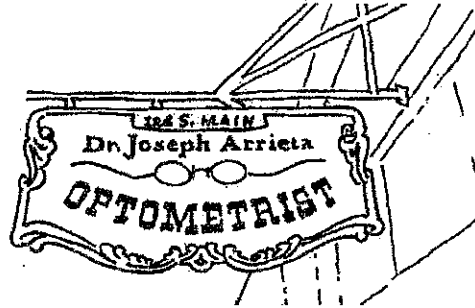


Awning Signs

- Painted or applied flat on the canopy or awning surface
- Can use up to 70% of the lineal footage

Perpendicular Signs

- Hangs above or beneath the canopy or awning
- Recommended for side streets
- Each side is counted toward the allowable maximum signage area



Building Directories

- Good for professional buildings with multiple tenants

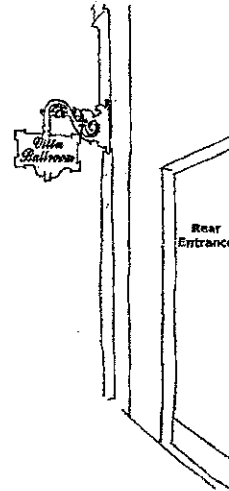
Sidewalk Sandwich Signs

- Place on the sidewalk only during business hours
- May be up to 48" high
- Must maintain 6' sidewalk clearance for pedestrians
- Must be properly anchored or weighted against the wind
- In addition to allowable maximum signage
- Does not require permit



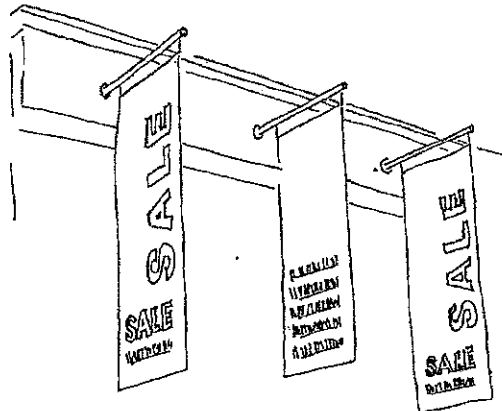
Rear Entrance Signs

- Identifies the rear entrance of building
- In addition to allowable maximum signage



Temporary Signs

- Can be banners, flags or signs painted on windows
- Related to a holiday, special event or promotion
- Display for up to 30 days
- Remove within 10 days after holiday or event
- Banners can be up to 30 sq.ft. in area
- Does not require permit



Murals

- Should be visually appealing
- Cannot obscure significant architectural features of the building
- Requires a permit



Suggested Design Hints

- Keep your sign simple. A short message has the most impact
- Use simple block lettering with serifs
- Contrast letters from their background
- Use historical colors
- Use materials that are compatible with the building; wood, glass and metal are preferred over plastic
- Individual 3-dimensional letters within a border mounted on a contrasting background would be most historically compatible
- Don't obscure upper story windows
- Restore and preserve original and historic signs

What's NOT Allowed

- Obscuring significant architectural features
- Exterior neon signs
- Signs on the roof or parapet
- Signs with interior or flashing lights
- Signs unrelated to the business in the building
- Upright signs on canopies or awnings
- Signs on trash cans, planters, benches or other street amenities, (other than donor plaques)
- Fluorescent colors
- Large lettering more than 12' high on windows
- Handmade or unprofessional signs
- Installation by an unlicensed person
- Unstable or hazardous signs
- Neglected or abandoned signs

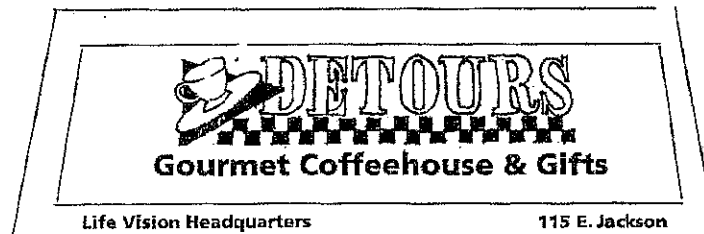
Maintenance and Removal

Keep your signs in a good state of repair. The condition of your sign reflects on the quality of your business and the overall image of Seguin's downtown. If a business closes, signs should be removed within 30 days. If, after 6 months, the sign remains, it will be considered abandoned and the business or property owner will be instructed to remove it. Seguin Building Dept. officials may inspect signs at any time.

Appeals and Variances

When you apply for a sign permit in the Historic District the Main Street Director will review your application. If it is not approved, you may appeal in writing to the Main Street Advisory Board. If the Main Street Advisory Board does not approve your application you may appeal in writing to the Zoning Board of Adjustments, which shall have the final say in the matter.

Likewise, if your proposed sign idea does not meet the Historic District code requirements, you may request a variance by writing to the Seguin Main Street Advisory Board. If the Main Street Advisory Board does not approve your variance application, you may appeal in writing to the Zoning Board of Adjustments, which shall have the final say in the matter.



On June 20, 2006, Seguin City Council approved the following:

Sec. 82.167. Special Restrictions.

Amend subsection (4) as follows:

(4) Interior illuminated signs are prohibited on the exterior of a building.

Add sections (11) and (12) as follows:

(11) No sign shall be displayed above the second level of any building.

(12) No building may have signage on more than two facades.

Sec. 82-168. Temporary Signs.

Add to the end of this section as follows:

Temporary real estate signs and those advertising space for lease may exceed the 30 day limit as long as they are maintained in good repair.

Sec. 82-170. Permits; variance procedure.

Change all references in subsection (2) from "Main Street Advisory Board" to Design Review Committee".

In subsection (3), change the first reference to "Main Street Advisory Board" to Main Street Director", and change reference to "Main Street Advisory Board" to "Design Review Committee".

Sec. 82-173. Murals.

Change the second sentence of this section to read as follows:

Murals must be visually appealing, enhance the architecture of the downtown historic district, and must meet the general requirements of section 82-166.

This booklet was developed by Seguin's Main Street Advisory Board
and is intended as general educational material.
For the full text of the Seguin Historic District Sign Ordinance,
(Article IV, Sec.82-166-171 of the City of Seguin Code),
and a list of licensed sign contractors, please contact:

City of Seguin
Main Street Director
Phone: 830-401-2448
Fax: 830-401-2499
E-mail: mainstreet@ci.seguin.tx.us

Mail Address:
P.O. Box 591
Seguin, TX 78156

Office Address:
City Hall
205 N. River Street
Seguin, Texas

Back