

600 Congress Downtown Sign District Regulations

Historic Preservation Sign Code

Number of Signs: The Commission allows one sign per building, unless the building has multiple tenants; in this case, the Commission may allow one sign per façade module, if the façade modules correspond to tenant spaces. The Commission may also allow one sign for each street frontage if the building is at an intersection. A single directory sign is appropriate for a large building with multiple tenants.

Sign Types: The Commission may allow window signs, awning signs, projecting signs, and flush mounted signs for most commercial buildings. Freestanding signs are allowed for office and retail uses in historic residential buildings. City codes prohibit the Commission from approving the following sign types: (1) rotating, (2) off-premise, (3) roof signs, (4) portable, or (5) signs which flash or blink at intervals. City code also prohibits handbills, posters, or placards on a structure except inside a window or on a bulletin board.

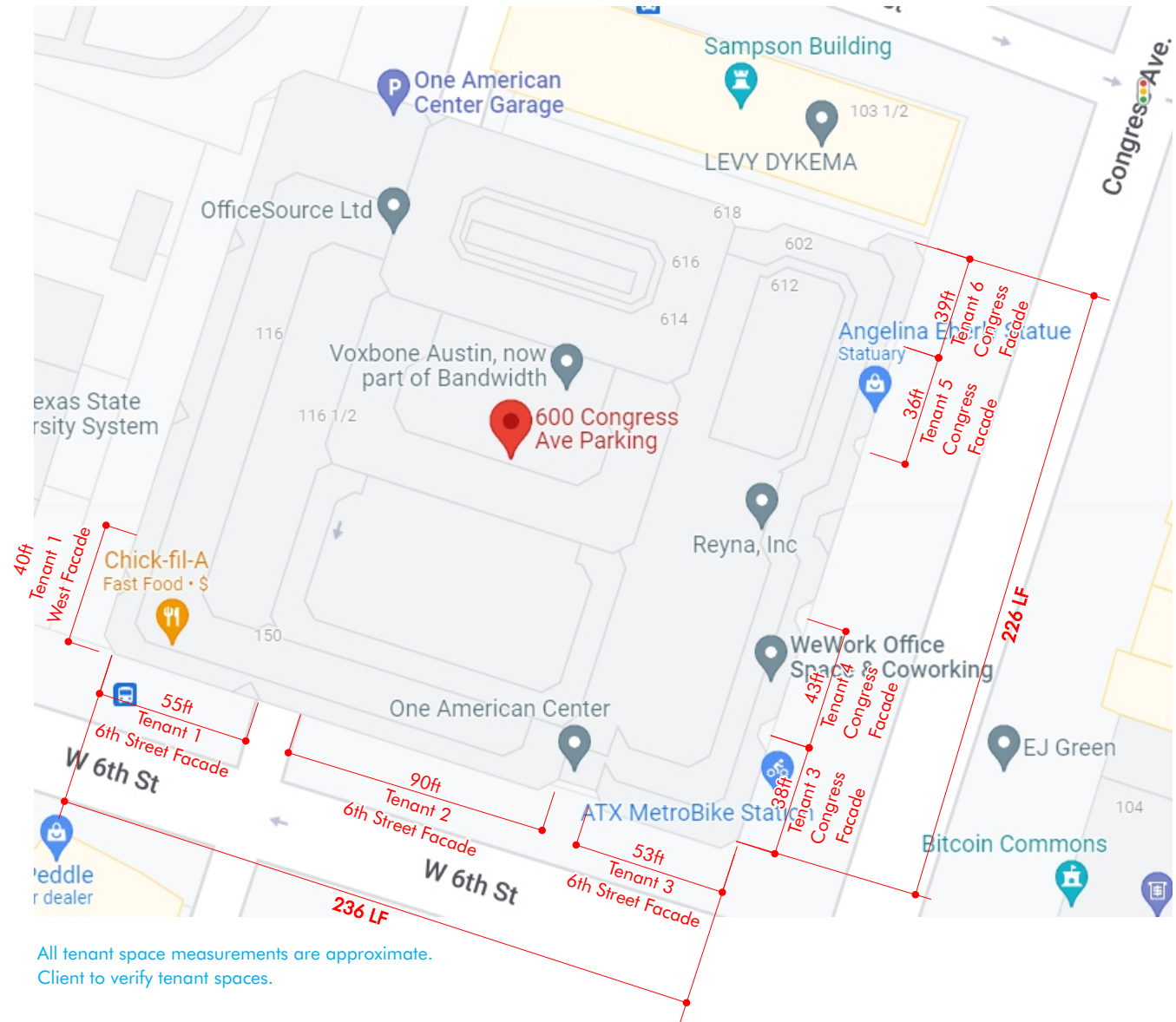
Sign Size: The maximum size for signs depends on the sign type:

1. Projecting (blade) signs: 6 square feet
2. Flush-mounted signs: 7% of the overall façade area, with a maximum height of 2 feet and a maximum size of 20 square feet
3. Window signs: The lesser of 20% of the window or 8 square feet
4. Awning signs: The lesser of 20% of the awning panel or 8 square feet.

Large commercial buildings (over 3 stories): Cumulative signage may not exceed 40 square feet per façade and must comply with a signage plan for the building.

Lighting: Lighting must be indirect, and may be accomplished through shielded incandescent lights attached to the top of the sign, "halo" lighting, or recessed can lighting in awnings. Internally-lit cabinet signs are not allowed for signs on historic buildings or within the historic districts.

Sign Placement: Flush-mounted and projecting (blade) signs should be positioned near the business entrance immediately above the principal entry to the business. Single-tenant signs are not allowed over doorways serving multiple tenants. As required by the city land development code, the bottom of the sign shall be a minimum of nine (9) feet above the sidewalk. When feasible, place signs to align with others in the block. Signs should not obscure or cover architectural elements, such as windows, decorative banding, or other ornamentation.



6th Street - Signage Study



Scale 1:300

Signage Square Footage

EXISTING SIGNAGE

6th Street

Sign 1 (Chick-fil-A) = 11.78 SF

Sign 2 (Chick-fil-A, projecting) = 6 SF

Sign 3 (Horizon Bank, to be removed) = 15.17 SF

Sign 4 (Horizon Bank, projecting, to be removed) = 3.94 SF

Sign 5 (Address, to be removed) = 6.27 SF

Sign 6 (Starbucks, to be removed) = 5 SF

Sign 7 (Starbucks, to be removed) = 6 SF

Total Signage = **44.01 SF**

PROPOSED NEW SIGNAGE AND SIGN AREAS

6th Street

Sign 1 (Chick-fil-A) = 11.78 SF

Sign 2 (Chick-fil-A, projecting) = 6 SF

Sign 3 = 13.78 SF

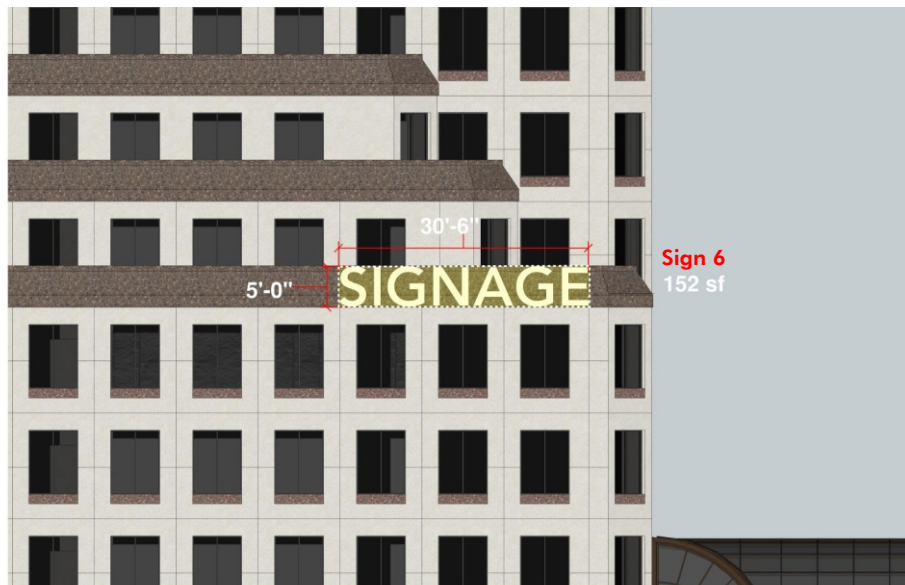
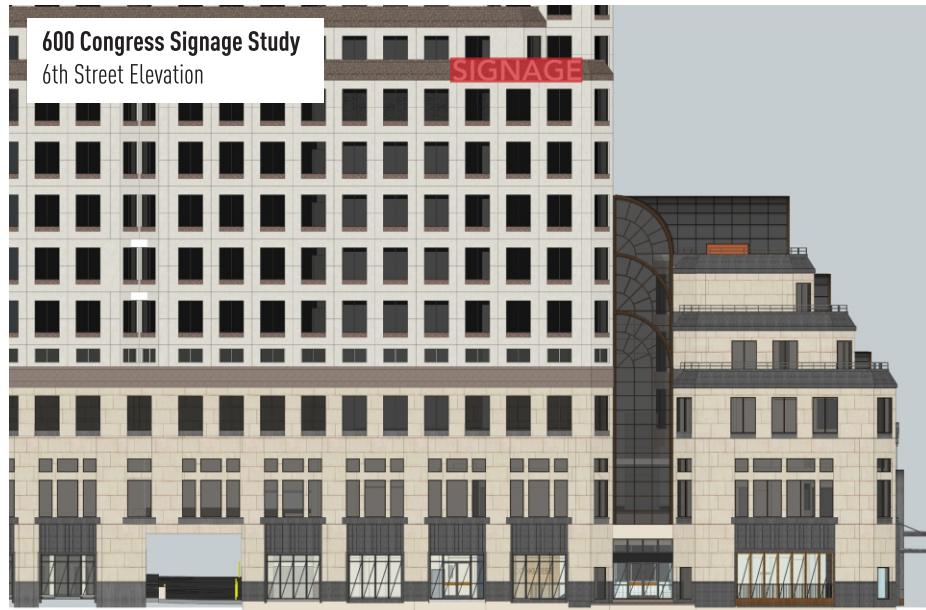
Sign 4 = 34.42 SF

Sign 5 = 13.78 SF

Sign 6 (see Page 3) = 152 SF

Total Signage = **231.76 SF**

6th Street - Signage Study



600 Congress Ave. - Signage Study



Scale 1:300

EXISTING SIGNAGE

Congress Ave.

- Sign 1 (Starbucks) = 24.44 SF
- Sign 2 (Wework) = 12.22 SF
- Sign 3 (Address) = 22.25 SF

Total Signage = **59 SF**

PROPOSED NEW SIGNAGE AND SIGN AREAS

Congress Ave.

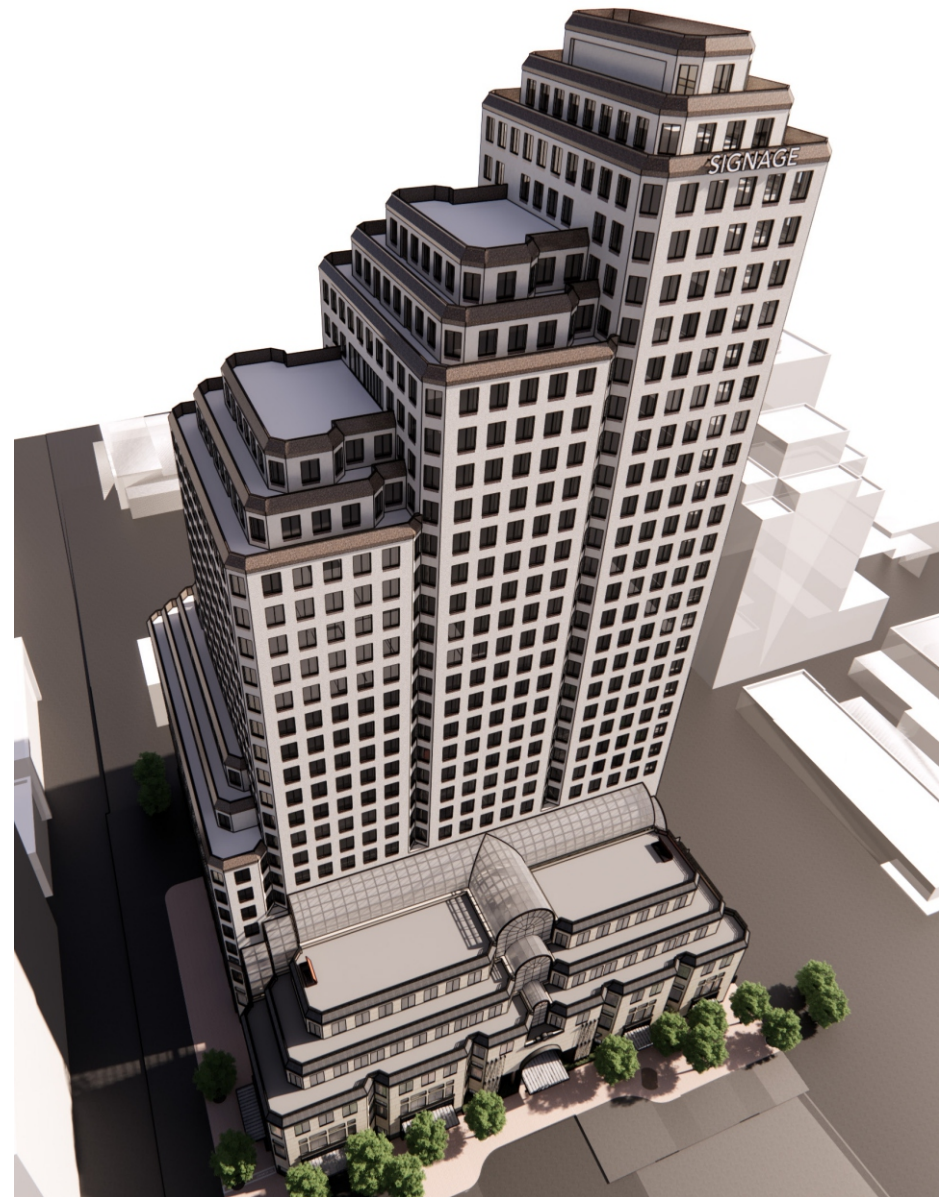
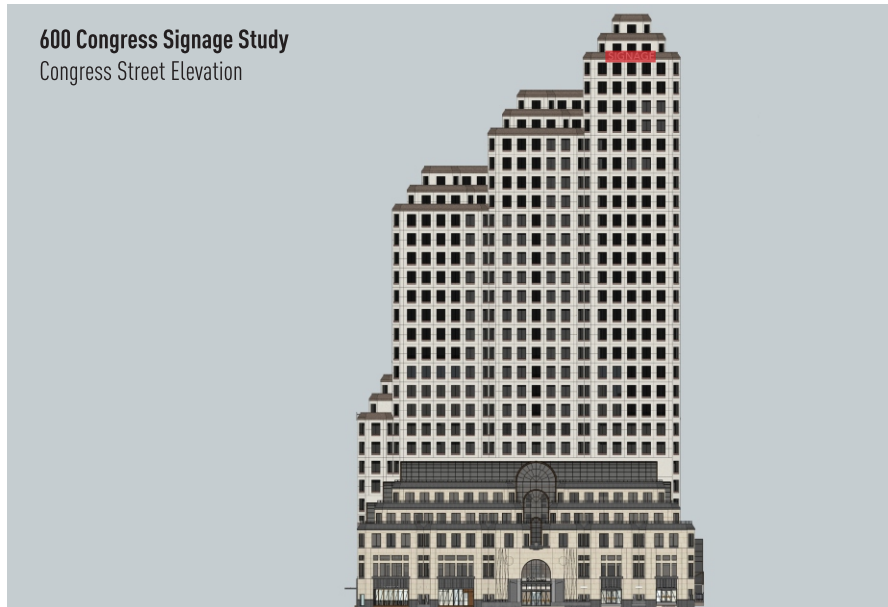
- Sign 1 = 13.78 SF
- Sign 2 = 13.78 SF
- Sign 3 = 4.92 SF
- Sign 4 = 20.89 SF
- Sign 5 = 10.92 SF
- Sign 6 = 7.83 SF
- Sign 7 = 10.67 SF
- Sign 8 = 30.61 SF
- Sign 9 (see Page 5) = 152 SF

Total Signage = **265.4 SF**



Scale 1:300

600 Congress Ave. - Signage Study



600 Congress Ave. - Rendering of Repositioned Facade



Additional Specifications:

1. All pedestrian-level signs are halo-illuminated or non-illuminated.
 2. Building top signage is face-illuminated and may be in color.
- Precedents for this in the downtown historical district are prevalent (e.g. Chase Bank at 221 W. 6th, Hyatt Place at 211 E. 3rd, Courtyard at 300 E 4th Street, Marriott at 304 E Cesar Chavez)