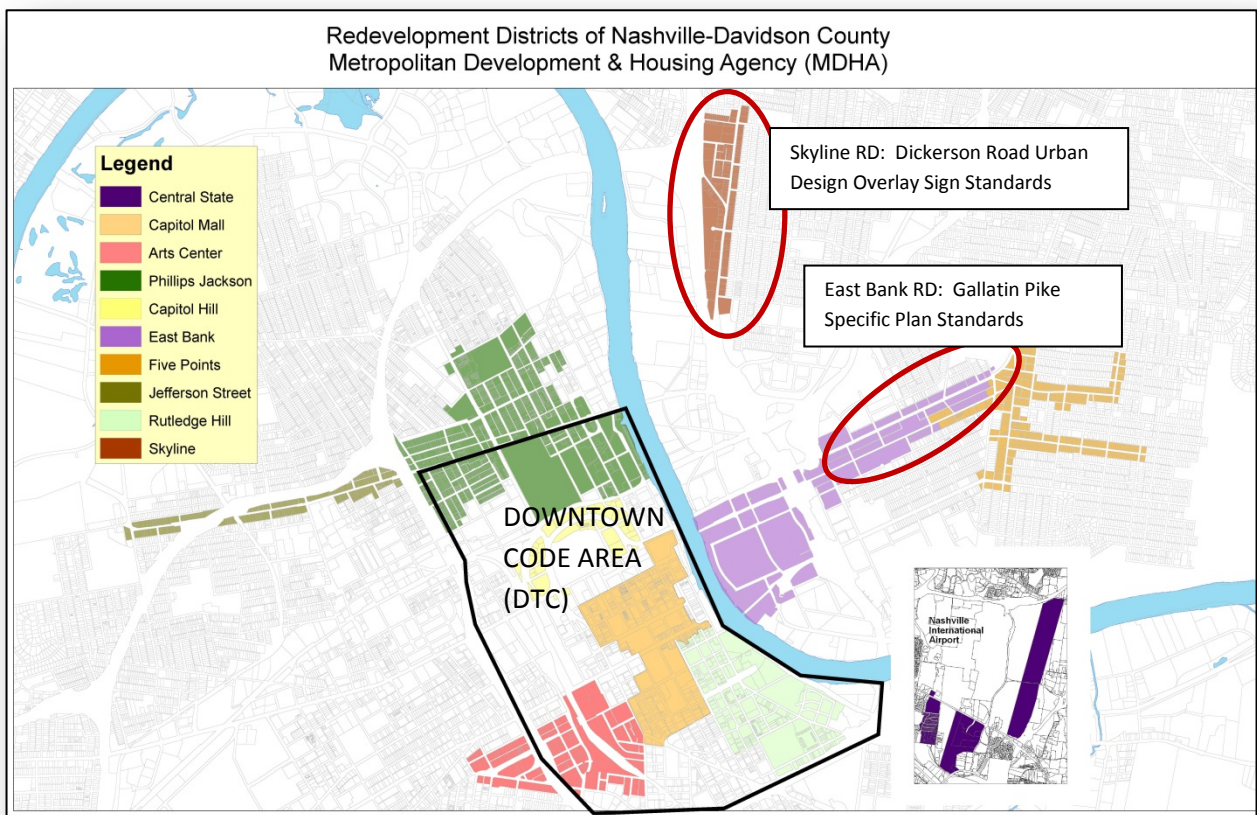




Metropolitan Development and Housing Agency

REDEVELOPMENT DISTRICT SIGNAGE GUIDELINES

The Board of Commissioners of MDHA has approved these guidelines to assist the respective Design Review Committee in interpreting appropriate design of signage in adopted redevelopment plans. Areas in the DTC area are excluded from these guidelines.* Additional review may be required in specific MDHA adopted redevelopment district plans, the Dickerson Road Urban Design Overlay Sign Standards and the Gallatin Pike Specific Plan Standards, depending upon whichever standards are more restrictive.



*These guidelines exclude all of the Capitol Hill, Capitol Mall, Rutledge Hill redevelopment districts, and portions of Art Center and Phillips Jackson redevelopment districts, as indicated on the map above.

Amount, Size, and Dimensions

- No more than one (1) pylon-mounted sign shall be placed on a parcel. The height of the top of the pylon-mounted sign shall be limited to fifteen (15) feet or a height not to exceed the top of the tallest building on the same parcel of property irrespective of site topography, whichever is shorter.
- The number of monument signs on a parcel shall be limited to the number of public streets on which the parcel has frontage. The height of monument signs shall be limited to six (6) feet.
- The size of a building-mounted sign shall be reasonably determined on the basis of the sign's proposed placement and the scale of site improvements. The size of signs may be restricted further than the size allowed under codes requirements.
- At a maximum, projecting signs shall not project more than seven (7) feet from any building face. The width of projecting sign cabinets shall not exceed twelve (12) inches.
- *Note: The size and number of freestanding signs may be further limited per the language of the respective redevelopment plan.*
- *Note: At the discretion of the committee, appropriately designed banner signage or flags may not be counted against the allowable number of signs on a site. Banners are defined as signs that are constructed of a flexible material and are designed to be easily interchangeable.*
- *Note: Logos are considered signage and will be counted against the allowable number of signs permitted on a site when they are mounted substantially separate from other signage.*

Single-tenant Buildings

The number of advertising signs permitted on a parcel shall be limited to the number of public streets on which the parcel has frontage plus one (1). *Note: At the discretion of the committee, the total square footage of signs may be considered, as consistent with the DTC sign standard. If applicants want more than the standard allows; the applicant is encouraged to provide a signage package for the Design Review Committee to review.*

Multi-tenant Buildings

- A single sign face may advertise multiple tenants.
- The number of signs permitted on a parcel shall be limited to the number of primary building entrances on the parcel plus one (1) for each public street on which the parcel has frontage. *Note: At the discretion of the committee, the total square footage of signs may be considered. If applicants want more than the standard allows; the applicant should provide a signage package for the Design Review Committee to review.*

Materials

- Plastics are discouraged for signage, except in the case of appropriately designed channel letter signs or cabinet signage with opaque backgrounds may also be appropriate provided that only graphics, text and logos be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque. (DTC Section V: Sign Standards), as consistent with the DTC sign standards.
- Painted or finished metal signage, wood signs, and signs fabricated of durable synthetic materials are generally appropriate.
- Wall-painted signs are generally appropriate.
- Exposed neon signage is generally appropriate when used sparingly and judiciously.
- Vinyl mesh and other flexible material is generally appropriate for banner signage that is designed to be routinely changed, but is not appropriate for permanent signage designs.
- Canvas material is appropriate for signage placed on canopies or awnings and shall be maintained. At the discretion of the committee, Vinyl or stretched plastic may be appropriate for canopies and awnings on buildings that are not listed or eligible for listing on the National Register of Historic Places or located in National Register Districts.

Lighting

- Externally lit signage using uplighting, downlighting, or backlighting techniques is generally appropriate. External lighting fixtures shall be designed so as to be invisible or to compliment the design of the site improvements.
- Internal lighting is appropriate for channel letter and neon signs. Internal lighting may also be acceptable for cabinet signage with opaque backgrounds provided that only graphics, text and logos be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque.
- Transformers and other mechanical equipment related to sign illumination should be located inside the building or otherwise concealed from public view. Wall-mounted signs should not be mounted on raceways, with the exception of signage proposed on historic structures.
- To avoid unnecessary light pollution, external lighting fixtures shall be placed so as to illuminate the signage only.
- Advertising signs shall not flash or appear to be in motion.
- LCDs, marquee, or similar displays, such as those allowing for scrolling letters or animated images, shall only be permitted for venues designed for large-scale conference or entertainment uses, e.g. arenas, stadiums, and convention centers.

Placement

- Signage shall not obscure architectural details of site improvements including, but not limited to, fenestration details, doors, cornices, and other architectural articulations, particularly on historic structures. Signage shall be oriented to public right-of-ways. Signage shall not be oriented to an alley unless a primary building entrance is located in the alley.
- Generally, advertising signage should not be placed above the ground floor level. Skyline signage is generally appropriate on high-rise structures. No more than one skyline sign shall be permitted per building face.

Note: Skyline signs shall not counted against the allowable number of signs on the site. At the discretion of the Design Review Committee, blade or projecting signage oriented to pedestrians may be placed above the first floor.

- Signage mounted on poles or pylons is discouraged when opportunities exist to appropriately design and place monument or building-mounted signage.
- Ground-mounted signs may only be permitted when a building face is set back from the public right-of-way a distance of at least twenty (20) feet.

Warranted exceptions to the foregoing may be made at the discretion of the Design Review Committee. Special exceptions may be warranted in the case of extraordinary design concepts, unusual building scale or design, unusual physical constraints, or to compliment broader urban design themes in a particular area.

While sign styles are not regulated by these guidelines, creative artisan-designed signage is strongly encouraged. Signs can be unique hallmarks of buildings or districts. They can be forms of public art displayed for private purposes.

Particular attention shall be given to signage proposed in National Register Historic Districts or on property listed or eligible for listing on the National Register of Historic Places to ensure that the design of new signage does not adversely affect the historic integrity of the property or district.

These guidelines attempt to recognize that redevelopment districts generally attempt to foster urban rather than suburban-style development and pedestrian rather than auto-oriented urban design. However, they also attempt to recognize that situations may exist in redevelopment districts in which it is unreasonable to design advertising signage exclusively for a pedestrian audience.

The approval of signage plans by MDHA's design review committee does not supersede the application and enforcement of other codes or guidelines administered by other governmental entities or applicable covenants.