



# MIDTOWN

## Commercial Signage Guidelines

### **Purpose**

Project signage helps to establish a coordinated graphic system that provides for visitor orientation, business identification, and information communication in a distinct and aesthetically pleasing manner. The following guidelines are established to guide the development of appropriate and consistent signage throughout Midtown's commercial districts.

### **Applicability**

These guidelines apply to all commercial development within the Midtown City Center. These guidelines are solely interpreted by the Midtown Architectural Control Committee (ACC). The ACC has ultimate discretion in interpreting these standards and in determining where exceptions may be warranted. These guidelines establish clear rules that communicate intent and desired outcome. However, the ACC has complete discretion to alter or modify their interpretation where unusual or exceptional circumstances make strict interpretation of these guidelines inappropriate.

### **A. Monument and Multitenant Signs**

1. Monument / Multitenant signs are ground-mounted signs located along a public roadway and are intended to identify one or more tenants or uses that occupy a given block or lot. They are subject to the following rules:
  - a. A single monument / multitenant sign may be provided along Midtown Drive and/or Town Lake Boulevard for each 600 feet of lot frontage on these streets. These signs may not be located <500' apart.
  - b. Additional monument or multitenant signs on these or other roadways are not permitted unless approved by the DRC.

- c. Monument / multitenant signs shall generally conform to the size, shape, materials, and design established in Exhibit A below.

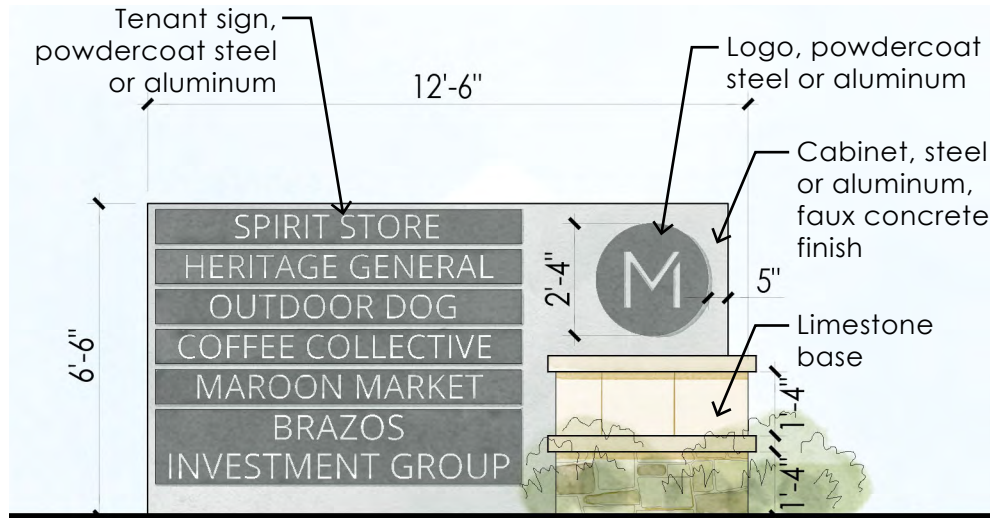


Exhibit A

## B. Attached Signs

1. Attached signs are signs identifying a tenant or use that are attached to the façade of the building. All attached signs are subject to the following requirements:
  - a. Attached signs shall advertise only the name of, uses of, or goods or services available within the building or tenant space to which the sign is attached.
  - b. Attached signs shall not obstruct any window, door, stairway, or other opening intended for ingress or for ventilation or light.
  - c. Except where Projection Signs are permitted, attached signs shall be parallel to the face of the building and shall not be cantilevered away from the structure.
  - d. Where Projection Signs are permitted, Projection Signs shall project a maximum of 3' out perpendicular to the building and shall have a maximum square footage of 18 SF for a 1-story building and 26 SF for a 2-story building.



Example of projection sign

- e. Attached signs shall not include any single letter, logo, or trademark greater than three feet in height.
- f. Attached signs shall be primarily constructed of durable materials such as aluminum and steel. Plastic or acrylic shall not be the dominant material and internally lit plastic signs are not permitted.
- g. Internally lit signs are allowed only if the light source is not directly visible, such as with halo-lit or reverse channel letters. Light shall be white LED between 2700 and 3000K in color temperature.



*Example of reverse channel letters*

- 2. The following requirements apply to attached signs on buildings less than 10,000 SF in total size:
  - a. A maximum of one attached sign is permitted per building tenant.
  - b. Projection signs are not permitted.
  - c. The total size of all attached signs shall not exceed 1.5 square feet per linear foot of building primary façade (where the sign is located).
- 3. The following requirements apply to attached signs on buildings more than 10,000 SF in total size:
  - a. One attached sign is permitted on each building face for every 75 linear feet of building face, up to a maximum of four total signs on any one building face.
  - b. The total size of all attached signs on any building face shall not exceed 1.5 square feet per linear foot of the building face on which the sign(s) are located.
  - c. Up to two projection signs are permitted per building but must be located so that only one is visible from any given location. Projection signs still count as Attached Signs when calculating total allowable sign area on any given building face.

### C. Directory Signs

1. Directory signs are signs located at the main entrance of a multitenant building that identify the tenants within the building. They are subject to the following requirements:
  - a. Directory signs are permitted only on buildings greater than 10,000 SF.
  - b. Directory signs may be freestanding in the landscape or building mounted.
  - c. Directory signs may not be internally lit.
2. Freestanding Directory Signs:
  - a. Freestanding directory signs are permitted only for buildings greater than 10,000 square feet in size. Only one freestanding directory sign is permitted per building.
  - b. Freestanding directory signs may not be located between a building and the right-of-way of Midtown Drive or Town Lake Boulevard.
  - c. Freestanding directory signs have a maximum height of four feet and a maximum total sign area of 20 square feet.



*Example of freestanding directory sign*

3. Building Mounted Directory Signs
  - a. One building mounted directory sign is permitted per public entrance to the building.
  - b. Building mounted directory signs must be located adjacent to the public entrance, mounted at eye level, and shall have a maximum total sign area of 8 square feet.



*Example of building mounted directory Sign*