

Chapter 23-8:

Signage

(work in-progress)



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Due to the Supreme Court's decision in *Reed v. Town of Gilbert* and several subsequent lower court decisions, the draft Sign Regulations prepared by the consultant team require further revisions. Anticipated release date for these provisions is April 2017

Table 23-8B-2020.A: Austin Sign Types Overview for Transect Zones

Awning/Canopy Sign



A traditional shopfront fitting intended to protect merchants' wares, keep shopfront interiors shaded and cool in hot weather, and reduce glare for better visibility of interior.

Directory Sign



A sign that provides a listing of establishments within a building or series of buildings, entrance, and parking locations.

Hanging Sign



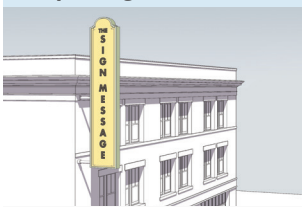
A sign mounted to the underside of beams or ceilings of a porch, breezeway, or similar covered area. These signs are small, pedestrian scaled, and easily read from both sides.

Landscape Wall Sign



A sign attached to freestanding walls that contain landscaping and are often used to mark a place of significance or the entrance to a site.

Marquee Sign



A vertical sign that is located either along the building's street facade, where it projects perpendicular to the facade, or at the corner of the building, where it projects at a 45 degree angle.

Pole/Monument Sign



A variety of signs that are not attached to a building and have an integral support structure. Two varieties allowed: Monument and Pole.

Projecting Sign



A sign mounted perpendicular to a building's facade. These signs are small, pedestrian-scaled, and easily read from both sides.

Roof Sign



A sign mounted atop a sloping roof in instances where no walls exist to accommodate a building-mounted sign.

Wall Sign



A sign mounted flat against the facade, consisting of individual cut letters applied directly to the building, raised letters on a panel, or letters painted directly on the surface of the building.

Wall Mural Sign



A flat sign against a secondary facade, typically along a side street, alley, or paseo. These signs are typically painted directly on the building and contain a combination of text and graphic elements.

Window Sign



A sign consisting of professionally painted individual letters and designs applied directly on the inside of a window.

Yard Sign



A sign mounted on a porch or in a yard between the public right-of-way and the building facade.

A. Awning/Canopy Signs

T3NE

T3N

T4N

T4MS

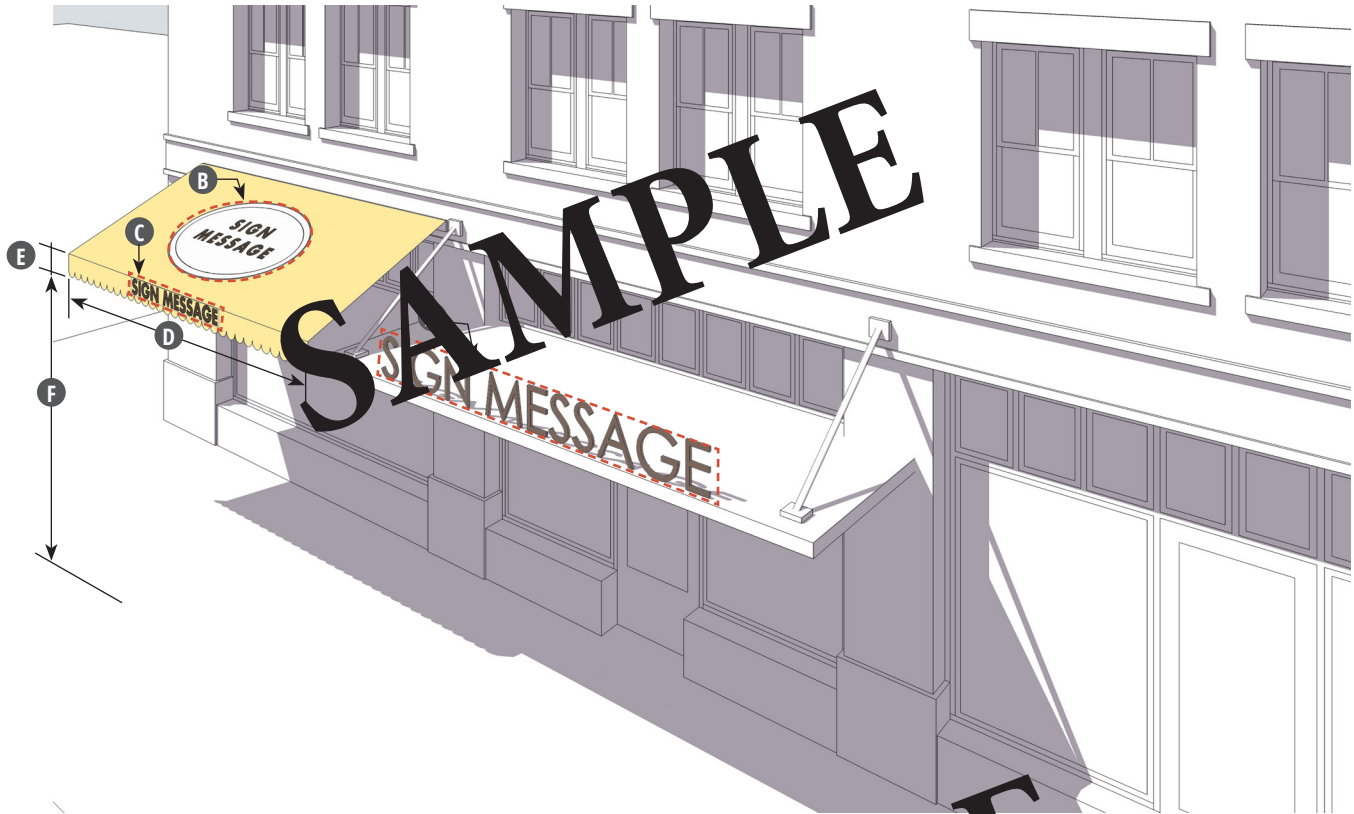
T5N

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T6U

T6UC



Description

The Awning/Canopy Sign Type is a traditional shopfront fitting and can be used to protect merchants' wares and keep shopfront interiors shaded and cool in hot weather. Retail tenant signs may be painted, screen printed, or applied on the awning.

Size

Projecting

Signable Area 1 sf per linear foot of shopfront max. **A**

Sloping Plane

Signable Area 25% coverage max. **B**

Valance

Signable Area 75% coverage max. **C**

Width

Shopfront width, max. **D**

Height

8" min.; 16" max. **E**

Location

Clear height 8' min. **F**

Signs per Awning 1 projecting, or 1 valance and 1 sloping plane, max.

Miscellaneous

Close-ended awnings are not allowed.

Vinyl or plastic awnings are not allowed.

Key

T# Allowed

T# By Director

T# Not Allowed

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