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# Signs

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## Sign Regulations

These guidelines for sign design and placement are specifically for those properties within the historic district which are commercially zoned, zoned for multi-family buildings, or used for other non-residential purposes.

Signs within the district must be approved by the A.R.C. and must comply with the Tampa City Code, which establishes maximum parameters for signs. These design guidelines will further refine the sign regulations to meet the specific character of the Tampa Heights Historic District.

## District Standards

The intent of these guidelines for signs within the district is to prevent visual disruption of the character of the district.

The underlying standard for sign design within the historic district is to design and locate the sign so that it relates to rather than obscures or disrupts the elements of the contributing structure or property on which it is attached.

The sign must not hide architectural detail or features of a building. It must not visually clutter nor interfere with views of the building.

Since architectural styles within the historic district vary, sign styles which reflect the period of architecture of the building or its identity are encouraged.

The size of signs shall be in proportion with the size of the building. For wall mounted signs, one-quarter square foot of sign for each linear foot of primary street building frontage, not to exceed twenty-five square feet, is the recommended maximum.

The City of Tampa Code restricts certain types of signs such as those that project over the right-of-way and offsite signs, which are commonly known as billboards, within the Tampa Heights Historic District.

**Lighted signs.** Appropriately designed lighted signs are acceptable for use within the Tampa Heights Historic District. Signs lighted from a concealed exterior source are encouraged. Neon signs are not acceptable for wall signs. Ground signs cannot be neon.

## Signs



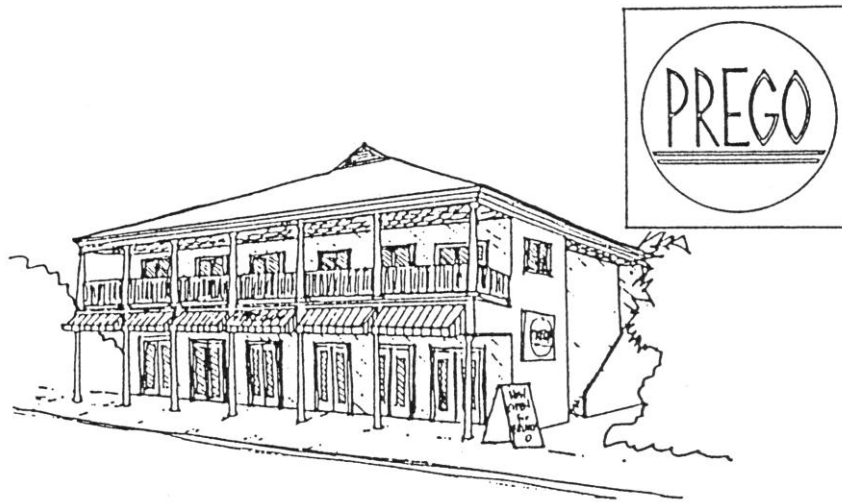
**Inappropriate: Wall sign is too large and obscures architectural detail.**



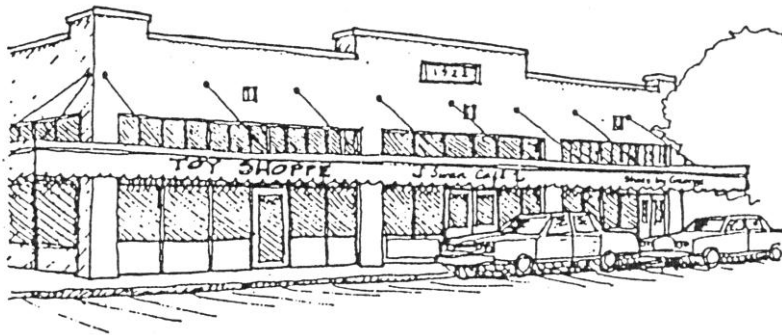
**Appropriate: Ground sign adds to rather than detracts from building.**

**Ground signs and pylon signs** are permitted within the district to identify a building and its parking area. Their preferred location is near the entrance to the parking area. Twenty-five square feet is the recommended maximum; however, smaller signs are recommended on most residentially scaled buildings. For internally lighted signs twelve square feet is the recommended maximum.

**Wall signs** are encouraged adjacent to businesses within the historic district and shall be in keeping with the style of the building. The location of wall signs shall be limited by the sign code; size shall not exceed one-quarter square foot per linear foot of building frontage, up to a maximum of twenty-five square feet. This guideline is not intended, however, to inhibit the design of unusual signs that may nevertheless maintain the character of the building.



**This building uses a mix of wall, canopy and temporary signs.**



**Shops sharing a canopy may use a different sign style for each shop.**

**Window signs** which are painted on, attached to or visible through a window should cover no more than twenty-five percent of each glass panel and be limited to one per business. A business may have more than one window sign as long as the signs cover, in aggregate, no more than twenty-five percent of the total storefront glass surface of the business.

**Sign heights** are limited by the sign code; however, in the district, on commercially zoned properties, the maximum recommended height on the building is below the second floor eave height, or in single story buildings, below the roof overhang. The maximum height of ground signs or pylon signs shall be eighteen feet and shall maintain a minimum of eight feet between grade and the bottom of the sign face.

**Projecting signs** are appropriate within the district, and shall be limited to one per business. There must be at least seventy-five feet between projecting signs where there are adjacent businesses so that they do not appear cluttered. Projecting signs can only project four feet from a building. They can only project eighteen inches into the right-of-way. Signs which project more

than eighteen inches into the right-of-way must receive a variance from the Architectural Review Commission and an Authorization for Encroachment from City Council. A Hold Harmless Agreement must also be executed. The A.R.C. staff will provide assistance with the process.

**Shingle signs** or canopy signs are encouraged for commercial businesses in residentially scaled areas and shall not exceed six square feet per occupancy.

Signs in residentially zoned areas are limited to four square feet and shall be non-illuminated.

The Architectural Review Commission will grant Certificate of Appropriateness for signs which are appropriate to the character and scale of Tampa Heights. Signs which are used elsewhere in the City may not be satisfactory for use within the historic district. The A.R.C. will have the power to require redesign before a Certificate of Appropriateness is granted. For these reasons it is suggested that applicants discuss plans for new signs with the staff of the A.R.C. before they are designed or constructed.

A Certificate of Appropriateness must be applied for from the A.R.C. for any new sign on any site in the historic district. A Certificate of Appropriateness may be issued by the Administrator of the A.R.C. after staff review of the item.

**It is Permissible to...**

Use signs which follow the parameters set forth in this section, and relate to the scale and character of the Tampa Heights Historic District.

**It is Not Permissible to...**

Design or use signs which violate the parameters set forth in this section.

Use signs which are obtrusive and detract from the scale and character of the Tampa Heights Historic District.