

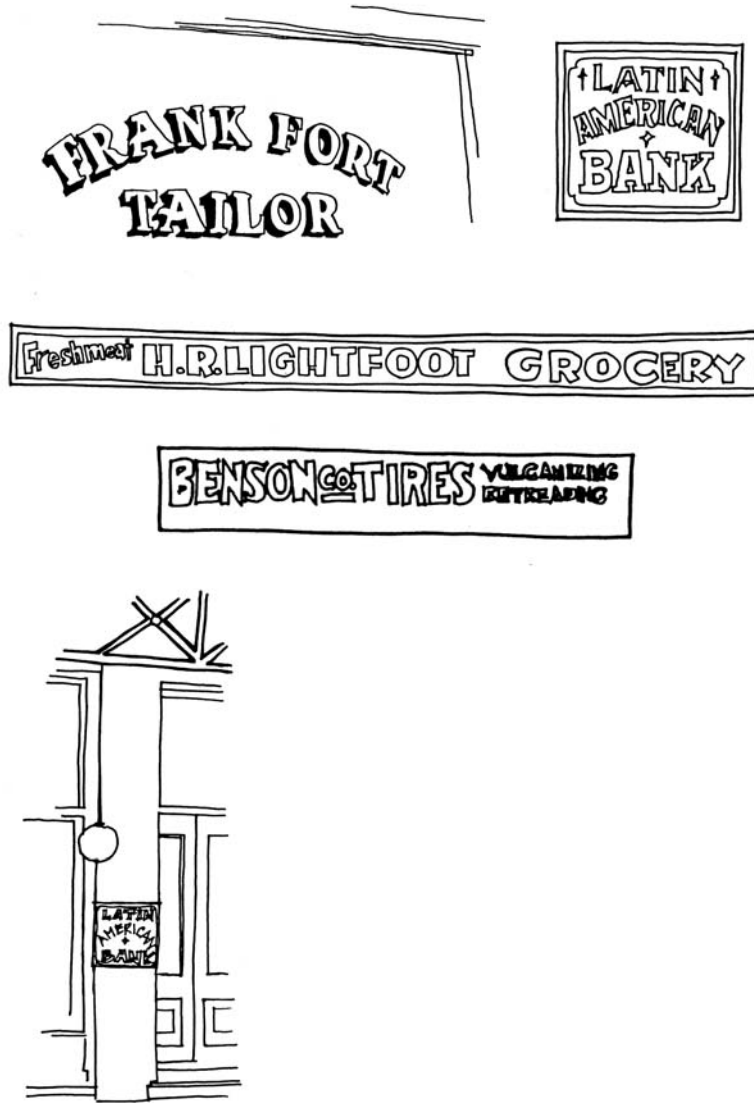
# Signs

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Signs in the Ybor City Historic District should advertise a place of business or provide directions and information. They should be attractively designed and should contribute to the character of the area. It is important that signs should not compete with other signs or with the architectural character of the area.

Signs in the district must be approved by the Barrio Latino Commission. Appearance standards are rigorous as are number and locational criteria. Signs in the district are regulated by Chapter 27, Section 27-193 of the Zoning Code and Article VI with additional standards contained in these Guidelines which apply only to the Ybor City Historic District.

Signs which are located on the public right-of-way are regulated by the and require a variance by the Barrio Latino Commission.



*A variety of sign styles are permitted.*

## Standards:

Keep the design, letter, and content of signs simple and straight forward. Language or graphics which have been adjudged obscene by the community shall be avoided.

Use simple shapes which can include symbols and trademarks.

**Match the size of the sign with the size of the building. Do not hide the features of the building.** Generally, signs for businesses that are located in residential structures should be smaller than those for businesses located in commercial structures.

**Indirect lighting of signs is encouraged.** Small neon and internally-lit signs will be considered for commercial buildings.



*Narrow and flat signs can be hung from stationary canopies.*

Off-site signs and billboards are not permitted by Article VI of the Zoning Code within the six zoning sub-districts of the Ybor City Historic District. See Chapter 27, Section 27-193 for other specifically prohibited signs.

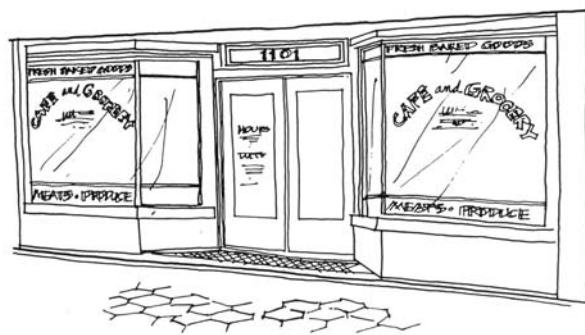
Ground signs and pylon signs are permitted in the district, although their use may be limited by the setback and other requirements of the Sign Code. Recommended surface area limits for these signs are as follows:

- YC-1 – ten square feet
- YC-2 – six square feet
- YC-3,-4,-5,-6 – forty square feet

In sub-districts YC-1, YC-3, YC-5, and YC-6, ground signs and pylon signs shall be limited to lots accessible by automobile, which contain off-street parking as a use.

Wall signs should be limited to one per street frontage per business. For all sub-districts, the rule of thumb to follow is one square foot of sign for each lineal foot of establishment frontage, up to a maximum of 75 square feet. In the YC-1 sub-district (Central Commercial Core), the rule applies not only to the establishment frontage but also for any exposed party wall, i.e., one sign for each exposed party wall, with the size limited to one square foot of sign per lineal foot along that wall. Larger wall signs for large freestanding buildings (cigar factories, converted school buildings, other industrial or institutional buildings) will be considered on a case by case basis.

Window signs, when used, should cover no more than twenty-five per cent of each storefront panel.



***Painted window signs can be used.***

The height of the sign must also be considered. In the YC-2 sub-district (Residential and Neighborhood Commercial), ten feet high is the recommended limit. In the other sub-districts, the height of the eave or the parapet, whichever is less, is the maximum height recommended. The height limitations are not intended to prevent the reconstruction of roof signs that were installed on some of the factories and commercial buildings. The construction of new roof signs is limited by Article VI of the Zoning Code.

Marquee, canopy, and awning signs over the public right-of-way (sidewalk only) should be used only in conjunction with existing or permitted balconies, canopies, awnings or marquees. The width of the sign shall not exceed the width of the canopy, awning, or marquee. Vertical clearance from the sidewalk shall be eight feet six inches minimum. The signs should be placed at least two feet clear of the curb.



***Flat signs can be attached to building fronts. These should be flush-mounted***

Similarly, projecting signs over the public right-of-way (sidewalk only) should be used only for businesses whose frontage is greater than or equal to fifty feet. One such sign per business is the maximum allowed. For projecting signs, the rule of thumb is one-quarter square foot of sign for each lineal foot of business frontage, not to exceed twenty-five square feet. Furthermore, there should be at least fifty feet between projecting signs so they do not compete. Each projecting sign should project no more than four feet and should be at least two feet clear of the curb.

**NOTE: Any encroachment on the public right-of-way will require a variance by the City.** (See Chapter 27, Section 27-193). This includes balconies, marquees, canopies, awnings, and any signs that project more than eighteen inches into the right-of-way.



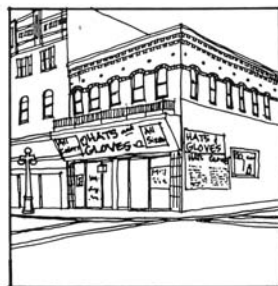
*Projecting sign hung in archway*



Banner sign across storefront obscures architectural details.



Taped signs are inappropriate on display window.



Signs and lettering are too large for Storefront. Architectural details covered by metal material unsuitable for signs.



Too many signs

### **Inappropriate signs**