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OLD BLACKSBURG MIDDLE SCHOOL SITE MIDTOWN SIGNAGE DISTRICT



GUIDING ELEMENTS

GENERAL

- Single use buildings are allowed more than one sign. Wall mounted signs on single use buildings may be on multiple sides and one may be freestanding.
- 2 signs per tenant are allowed, for tenants fronting along multiple roads (public or private) and or parking or public areas.
- Multiple user buildings may have a sign for each tenant.
- Building signage shall architecturally fit within the overall building elevation and design.
- Signage shall be placed near the public right of way, parking area or public space. It should be clearly visible to passing vehicles and pedestrians and must not obstruct the pedestrian pathways.
- Only indirect sources of light that do not produce glare to illuminate signs are allowed. All illumination shall be steady and stationary. Signs shall be lit from the front, back or from within.
- Signs shall be constructed of high quality material. Plastic, fiberglass or highly reflective material are not allowed.
- Signage shall be in proportion to the façade, respecting the buildings size, scale, mass, height and placement of the windows.
- Letter styles and sizes shall complement the overall character of the building and can be read easily.

ALLOWED SIGN TYPES

Monument Signage

Medium sized entry signage depicting the Midtown property. May be located along New Church, Commons Loop or Midtown Plaza.



- Height 8' maximum
- Size 40 sf. max. for the sign or letter portion only. Frame may exceed this size limit.

Directory Sign

A non-advertising sign, attached to a wall that lists a building's occupants and their locations. Located on the building face.

**Directional Signage**

Wayfinding signage to inform visitors of points of interest. Directory sign (for 2nd, 3rd and 4th floors)



- Maximum height 10'
- Maximum area 50 SF

Window Sign

Any sign, emblem, logo, or graphic which is affixed to the storefront glazing.



ALLOWED SIGN TYPES

Pin Mounted Letters

Letters mounted directly to a wall surface of building facade with no sign back.

**Small Tenant Sign**

- Maximum of 30 SF of surface area
- Maximum letter area to be 15 SF per sign

Large Tenant Sign

- Maximum of 90 SF of surface area
- Maximum letter size to be 48 SF

Transom Sign

Two-dimensional sign mounted across the top of a door or window parallel to the building facade.

**Mounted Sign Board/Tenant Blade Sign**

Two dimensional signs mounted to a solid wall. May be vertical or horizontal. May be mounted directly to the wall or project from the wall.

**Small Sign Board / Tenant Blade Sign**

- Maximum of 16 SF of surface area.
- Maximum letter area to be 8 SF per sign.

Large Sign Board / Tenant Blade Sign

- Maximum of 72 SF of surface area.
- Maximum letter area to be 40 SF.

Main Building Sign

- Maximum of 200 SF of surface area.
- Maximum letter area to be 100 SF

Projecting Blade Signs

Double sided flat panel with words or graphics, affixed or adhered, which is suspended from our supported on a bracket attached perpendicular to the building face. These signs are typically located next to the tenant door.



- Maximum of 12 SF of surface area.
- Maximum projection: 4'-0" from the building façade.
- Bottom of sign to be located a minimum of 8'-0" above the side walk

ALLOWED SIGN TYPES

Fascia Sign

Long horizontal signs mounted to a buildings fascia or eaves.

**Freestanding Sign**

Building sign to depict office brand and entry. May depict multiple tenants.



- Height 8' maximum
- Size 40 sf. max. for the sign portion only. Frame may exceed this size limit.

Cafe Umbrella Sign

Graphics painted, silk screened, or digitally printed on umbrella fabrics.

**Awning Sign**

A sign printed, painted or applied directly to the flat surface of a non-rigid material and supported by a light gage framework.

**Sandwich Board Sign**

Small free-standing signs that are placed outside daily, typically positioned perpendicular to pedestrian traffic. Depicts things such as specials and events.

**Glazed Door Sign**

Any semi-transparent sign, emblem, logo or graphic which is affixed to the storefront glazing.

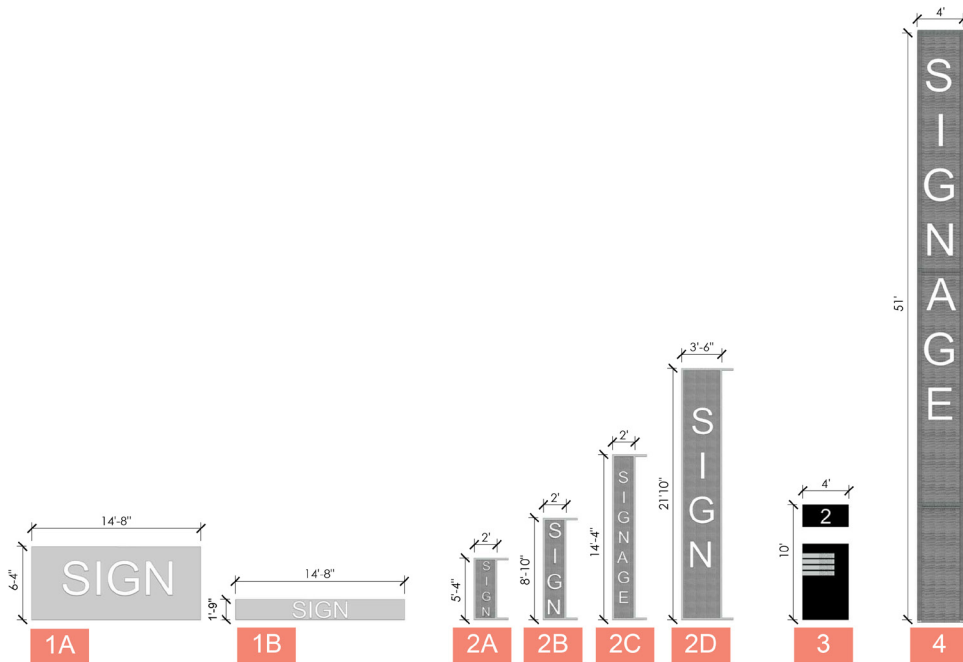


POTENTIAL SIGNAGE LOCATIONS



DC 2 South Main Street Elevation

DC 2 Proposed Signage Example



HOTEL SIGNAGE

Hotel Signs

The hotel signage will be submitted separately and is not subject to the standards in the signage document. There may be multiple types of signs on the hotel which may include wall mounted signs, free standing signs, directional signs and directory signs.

The images on this page depict the types of signage that may be used for the hotel.

