



## OCEAN STREET AREA PLAN SIGN CRITERIA

Signs located within the Ocean Street Area Plan must comply with the following criteria in addition to any standards in the Zoning Ordinance. Please complete, print, and bring to counter with application form.

Sign Design Guidelines		
Requirement	Complies (Y/N)	Notes/Conditions
Signs shall be designed and located to identify the businesses, residences and other uses located at a specific site		
The design of a sign should be simple and easy to read.		
Signs attached to a wall or eave shall not project above the eave line of the building.		
Signs should include colors, materials, shapes and other design features that relate the sign to the architectural character of the site's buildings. Signs attached to a building should be designed as integral components of the building and should not obscure or conceal architectural elements.		
Standardized or corporate signs that do not relate to the building architecture should not be used.		
Wall signs should be symmetrically located within a defined architectural space on the building's façade, such as a recessed area above the building's entrance or ground-floor windows.		
The light source for externally-illuminated signs shall be positioned so that light does not shine directly on adjoining properties or cause glare in the eyes of motorists or pedestrians.		
Where internally illuminated lighting is used, only individual letter signs		

shall be permitted. Box-type signs shall not be used.		
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Wall or Window Signs		
Requirement	Complies (Y/N)	Notes/Conditions
Painted signs and letters shall present a neat and aligned appearance. The services of a professional sign painter are recommended.		
Externally illuminated or backlit “halo” signs are encouraged and, where used, shall have an opaque face.		
All exterior sign lights shall be downlit and shielded to direct light toward the sign and reduce glare and impacts to the night sky.		
Where individual letters are used, letters should be three-dimensional. Appropriate treatments include raised letterforms that are mounted on the building façade or sign panel, as well as openings that are cut out from the sign panel.		
Signs identifying hours of operation, menus, newspaper reviews and other customer information should be framed, board-mounted or plastic laminated for a finished appearance.		

Projecting Signs		
Requirement	Complies (Y/N)	Notes/Conditions
Projecting signs should be located near the front entry of a store.		
Structural supports for projecting signs should be designed so that their visual appearance is minimized, and/or coordinated with the overall architecture and color scheme of the storefront. These signs should not appear to be “tacked on” without regard for the alignments, proportions, colors and forms of their adjacent buildings and signs.		
Sign fonts should be selected to provide both visual clarity and artistic expression.		