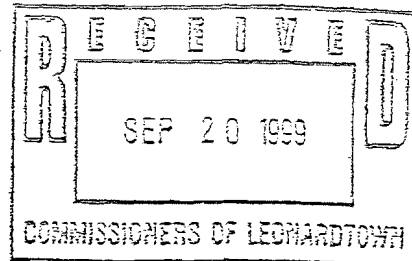


Down town
Leonardtown only!

LEONARDTOWN
PLANNING COMMISSION
APPROVED



APPENDIX C

Approved Sign Ordinance

Downtown Leonardtown

Sources: Anton Clarence Nelessen, *"Visions for a New American Dream: Process Principles, and an Ordinance to Plan and Design Small Communities,"* 1993.

Redman/Johnston Associates, Ltd.

All signs located within downtown Leonardtown shall comply with the following sign regulations.

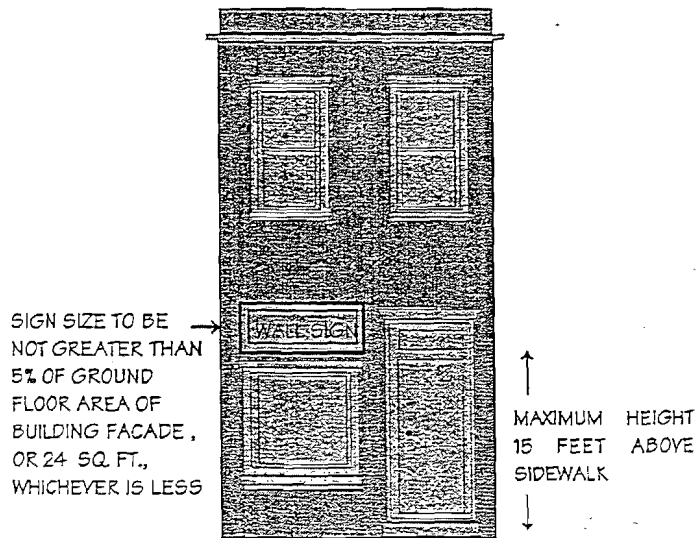
1. Exempt signs
 - A. Temporary civic, cultural, and public service window posters, when posted inside commercial establishments, provided they do not, individually or combined, occupy more than 15 percent of the total area of said window or eight square feet, whichever is less. Temporary window signs are permitted on ground floor windows only.
 - B. Temporary promotional or special sales signs when erected in conjunction with a commercial establishment provided they do not, individually or combined with other window signs, exceed 15 percent of the total area of the display window or sixteen square feet, whichever is less. Temporary signs advertising a business opening or change in ownership shall not exceed an area of sixteen square feet, and shall require a temporary sign permit, specifying the date of removal. All temporary signs shall have the date of removal printed clearly on the lower right hand corner, as viewed from the exterior, and shall be permitted for a period not to exceed 30 days. Temporary promotional signs are permitted on ground floor windows only.
2. Prohibited Signs
 - A. Signs employing mercury vapor, low pressure and high pressure sodium, and metal halide lighting; plastic panel rear-lighted signs.
 - B. Signs on roofs, dormers and balconies
 - C. Billboards
 - D. Signs painted or mounted upon the exterior or side or rear walls of any principal or accessory building or structure, except as otherwise permitted hereunder.

E. Signs displayed on trucks and vans parked such that they are in prominent view from public streets and sidewalks.

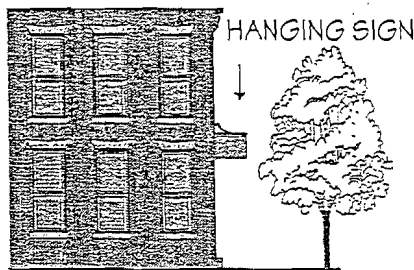
3. Permitted Signs

A. Wall-mounted or painted signs, provided the following standards are met:

- (1) The sign shall be affixed to the front facade of the building, and shall project outward from the wall to which it is attached no more than six inches.
- (2) The area of the signboard shall not exceed five percent of the ground floor building facade area or 24 square feet, whichever is less.
- (3) The maximum permitted height is fifteen feet above the front sidewalk elevation, and shall not extend above the base of the second floor window sill, parapet, eave, or building facade.
- (4) The height of the lettering, numbers, or graphics shall not exceed eight (8) inches for single story buildings and twelve (12) inches for buildings two stories or more.
- (5) The sign shall be granted to commercial uses occupying buildings facing on public streets only and shall not be allocable to other uses.
- (6) The sign material, style and color should complement the building facade and should employ some type of architectural detailing to blend with or enhance the existing building.
- (5) Limited to one sign per business.



- B. One wall-mounted sign, not exceeding six square feet in area, shall be permitted on any side or rear entrance open to the public.
- C. Wall-mounted building directory signs identifying the occupants of a commercial building, including upper story business uses, provided the following standards are met:
- (1) The sign is located next to the entrance
 - (2) The sign shall project outward from the wall to which it is attached no more than six inches.
 - (3) The sign shall not extend above the parapet, eave, or building facade.
 - (4) The area of the signboard shall not exceed three square feet, with each tenant limited to one square foot.
 - (5) The height of the lettering, numbers, or graphics shall not exceed four inches.
- D. Applied letters may substitute for wall-mounted signs, if constructed of painted wood, painted cast metal, bronze, brass, black anodized aluminum, or plastic letters. The height of applied letters shall not exceed eight (8) inches for single story buildings and twelve (12) inches for buildings two stories or more.
- E. Projecting signs, including graphic or icon signs, mounted perpendicular to the building wall, provided the following standards are met:
- (1) The signboard shall not exceed an area of six square feet.
 - (2) The distance from the ground to the lower edge of the signboard shall be ten feet or greater.
 - (3) The height of the top edge of the signboard shall not exceed the height of the wall from which the sign projects, if attached to a single story building, or the height of the sill or bottom of any second story window, if attached to a multi-story building.
 - (4) The distance from the building wall to the signboard shall not exceed six inches.
 - (5) The width of the signboard shall not exceed three feet.
 - (6) The height of the lettering, numbers, or graphics shall not exceed eight inches.
 - (7) Limited to one sign per business. Projecting signs are not permitted in conjunction with wall-mounted, free standing, or applied letter signs.



F. Painted window or door signs, provided that the following standards are met:

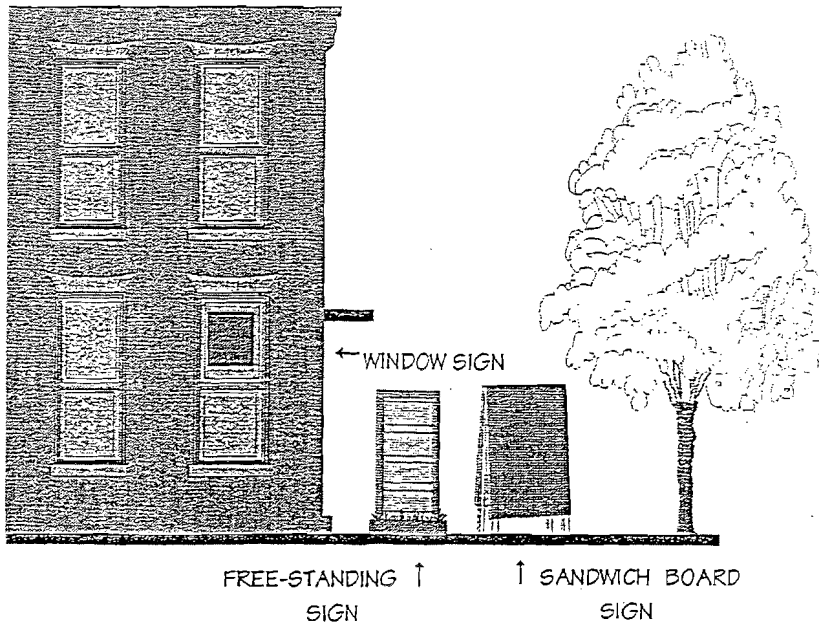
- (1) The sign shall not exceed ten percent of the window or door area or four square feet, whichever is less.
- (2) The sign shall be silk screened, or hand painted, vinyl or of comparable materials.
- (3) The height of the lettering, numbers, or graphics shall not exceed four inches.
- (4) Limited to one sign per business, painted on either the window or the door, but not on both.
- (5) May be in addition to only one of the following: a wall-mounted sign, a free-standing sign, an applied letter sign, a projecting sign or valance awning sign.

G. Awning signs are permitted for ground floor uses only, provided that the following standards are met:

- (1) One sign may serve as the main business sign, shall not exceed ten square feet in area, and the height of the lettering, numbers, or graphics shall not exceed eight inches.
- (2) One sign may serve as an auxiliary business sign, shall be located on the valance only, shall not exceed four square feet in area, and the height of the lettering, numbers, or graphics shall not exceed four inches.
- (3) Limited to one main sign and one auxiliary sign per business, on either awning or valance, but not on both.
- (4) The main business sign shall not be in addition to a wall-mounted sign.

H. One free standing sign, provided that the following standards are met:

- (1) The building, where the business to which the sign refers is located, shall be set back a minimum of five feet from the street line.
- (2) The area of the signboard shall not exceed six square feet.
- (3) The height of the lettering, numbers, or graphics shall not exceed four inches.
- (4) The height of the top of the signboard, or of any posts, brackets, or other supporting elements shall not exceed six feet from the ground.
- (5) The signboard shall be constructed of wood, with wood or cast iron brackets, and shall be architecturally compatible with the style, composition, materials, colors, and details of the building.
- (6) The signboard shall not be illuminated after 10:00 P.M.
- (7) Must be located in a landscaped strip between the building and the street.
- (8) Limited to one sign per building and shall not be in addition to wall-mounted applied letters or projecting signs.



- I. Businesses located in corner buildings are permitted one sign for each street frontage.
- J. Businesses with service entrances may identify these with one sign not exceeding two square feet.
- K. One directional sign, facing a rear parking lot. This sign may be either wall-mounted or free standing on the rear facade, but shall be limited to three square feet in area.
- L. In addition to other signage, restaurants and cafes shall be permitted the following, limited to one sign per business:
 - (1) A wall mounted display featuring the actual menu as used at the dining table, to be contained within a shallow wood or metal case, and clearly visible through a glass front. The display case shall be attached to the building wall, next to the main entrance, at the height of approximately five feet, shall not exceed a total area of two square feet, and may be lighted.
 - (2) A sandwich board sign, as follows:
 - (a). The area of the signboard, single-sided, shall not exceed five square feet.
 - (b) The signboard shall be constructed of wood, chalkboard, and/or finished metal.
 - (c) Letters can be painted or handwritten.
 - (d) The information displayed shall be limited to daily specials and

hours of operation.

(e) The sign shall be removed at the end of the business day.

M. The following schedule summarizes, in matrix form, how different types of signs can be associated.

Sign Matrix

	Wall-Mounted	Wall-Mounted (side and rear entrances)	Applied Letters	Projecting	Painted Window/Door
Wall-Mounted	NA	Y	N	N(6)	Y
Wall-Mounted (side and rear entrances)	Y	NA	Y	Y	Y
Applied Letters	N	Y	NA	N	Y
Projecting	N	Y	N	NA	Y
Painted Window/Door	Y	Y	Y	Y	NA
Awning (1)	N(4)	Y	N(4)	Y	Y(5)
Directory (2)	Y	Y	Y	N	Y
Menu (3)	Y	Y	Y	Y	Y
Sandwich Board (3)	Y	Y	Y	Y	Y
Service Entrances	Y	N	Y	Y	Y
Free-standing	N	Y	N	N	Y
Directional	Y	N	Y	Y	Y

1. Ground floor uses only
2. Upper floor uses only
3. Cafes and restaurants only
4. If awning is acting as a main business sign
5. Valance awning sign only
6. Directional only

Y - indicates a use is permitted to display the two signs in conjunction

N - indicates a use is not permitted to display the two signs in conjunction

Sign Matrix Continued

	Awning (1)	Directory (2)	Menu (3)	Sandwich Board (3)	Service Entrances	Free-standing	Directional
Wall-Mounted	N (4)	Y	Y	Y	Y	N (6)	Y
Wall-Mounted (side and rear entrances)	Y	Y	Y	Y	N	Y	N
Applied Letters	N (4)	Y	Y	Y	Y	N	Y
Projecting	Y	N	Y	Y	Y	N	Y
Painted Window/Door	Y (5)	Y	Y	Y	Y	Y	Y
Awning (1)	NA	N	Y	Y	Y	Y	Y
Directory (2)	N	NA	Y	Y	Y	Y	Y
Menu (3)	Y	Y	NA	Y	Y	Y	Y
Sandwich Board (3)	Y	Y	Y	NA	Y	Y	Y
Service Entrances	Y	Y	Y	Y	NA	Y	Y
Free-standing	Y	Y	Y	Y	Y	NA	Y
Directional	Y	Y	Y	Y	Y	Y	NA

1. Ground floor uses only
2. Upper floor uses only
3. Cafes and restaurants only
4. If awning is acting as a main business sign
5. Valance awning sign only
6. Directional only

Y - indicates a use is permitted to display the two signs in conjunction
 N - indicates a use is not permitted to display the two signs in conjunction

4. Design Standards for Signs

- A. Signs affixed to the exterior of a building shall be architecturally compatible with the style, composition, materials, colors, and details of the building, as well with other signs used on the building or its vicinity.
- B. Signs shall fit within the existing facade features, shall be confined to signable areas, and shall not interfere with door and window openings, conceal architectural details or obscure the composition of the facade where they are located. Signs shall be placed on a facade only in a manner historically appropriate to the style of the building.
- C. Whenever possible, signs located on buildings within the same blockface shall be placed at the same height, in order to create a unified sign band.
- D. Wood and painted metal are the preferred materials for signs. Flat signs should be framed with raised edges, unless a building is constructed such that architectural details form a frame for a sign (i.e. DUKE's). Wood signs shall use only high-quality exterior grade wood with suitable grade finishes.
- E. Sign colors should be compatible with the colors of the building facade. A dull or matte finish is recommended, for it reduces glare and enhances legibility.
- F. Signs shall be either spot-lighted or back lighted with a diffused light source. Spot-lighting shall require complete shielding of all light sources; light shall not significantly spill over to other portions of the building, or site. Back-lighting shall illuminate the letters, characters, or graphics on the sign but not its background.
- G. Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only, and not directly into brick or stone. Drilling to provide electrical service should also follow the same rule.