

### Submittal Requirements for Letter of Design Approval for Signs

Please refer to UDC:

- Article VI, Section 2-3.
- Appendix I: Old Town Design Guidelines, Chapter 8.
  
- Narrative describing proposed project.
- Colored and scaled drawings of proposed sign
  - List and label materials (please note plastic is not a permitted material)
  - List lighting type, if applicable, such as external gooseneck, neon tube lighting, etc. (please note internally illuminated signs are not permitted)
  - Label sign size in square feet
- Site photos of existing building with proposed sign shown to scale.
  - Existing signs should be shown to evaluate the overall impact of the new sign.
- Sign Guidelines
  - Color from historic color pallet
  - Not more than two typefaces
  - Shapes should have detailed edge and not be plain rectangles
  - Signs need to fit within the building architecture
  - Sign needs to be legible. Serif-style fonts are recommended for larger text and contrast is recommended between letters and background
  - Symbols are encouraged to add interest and be read quickly
  - Signs need to be scaled and oriented to the desired audience (pedestrians, cars)
  - Signs should complement each other and work together in a hierarchical relationship