

DRAFT Proposed Amendment

06/04/19

APPENDIX D – URBAN CORE DISTRICT STANDARDS & GUIDELINES.

Section 9. Signs

Sign standards are established for the Downtown District to ensure that signs are integrated into the architectural design of the building. Signs shall not dominate the façade of the building or interfere with adjacent buildings. All signage shall conform to the provisions of Article 21, Sign Regulations. The following sign standards shall also apply in the Urban Core District.

- A. Billboards – Billboards are not permitted within the Urban Core District.
- B. Free standing – Free standing signs shall be limited to movable sandwich boards or building identification signs, subject to the permitting requirements established by the Director of Public Works. Freestanding signs shall only be permitted within the storefront zone of the sidewalk or as part of a plaza, park, or other open space designed in conjunction with the structure(s).
- C. Window Displays – Retail store window displays of merchandise, freestanding three-dimensional promotional items and/or display fixtures or backdrops not affixed to windowpanes or glass are permitted.
- D. Commemorative Art – Monumental commemorative sculpture and/or graphic art in any medium and including images depicting the persons, themes, and/or events to be commemorated and inscribed dedications or quotations, attached to and incorporated into the overall design of all or part of one or more facades of public, private, not-for-profit, institutional or civic structures is allowed.
- E. Preservation Districts – All new sign construction within designated Preservation Districts shall conform to the City of Montevillo Design Standards & Guidelines, and have the approval of the Historical Commission.

~~F. All signs within the Urban Core District, including window displays, must be approved by the Design Review Committee.~~

