

**Disclaimer:**

These Signage Standards may be updated from time to time at the discretion of the Village Planner and the University of the South Lease Committee. It is the responsibility of the Leaseholder or Developer to be sure he/she has the most current version of the Signage Standards, which will be posted at <http://sewanee.edu/village>.

This document is intended to be used in its original, color version. If you have printed or received a black and white version, please refer to the color version posted on the Sewanee Village Website for optimized graphics.

# Signage Standards

## Introduction

### How to Use The Signage Standards

It is important to note that the goal of these Signage Standards is not to stifle the creativity of leaseholders, business owners and developers. Rather it is intended to provide a clear framework for appropriate downtown signage into which individuals can incorporate customized forms and details.

#### Step 1: Character Districts

The first step is to identify the Character District that the leasehold is located in. There are four different Character Districts. For an up-to-date map showing the boundaries of each District, contact the Lease Office.

Generally:

- The Village Center includes the blocks of downtown that directly surround the intersection between Highway 41A and University Avenue. All of the sign types described here are appropriate in this District.
- The Village Edge includes the blocks surrounding the Village Center, extending up University Avenue, down Highway 41A, and south of the planned civic spaces at the main intersection. All of the sign types described here are appropriate in this District.
- The Village Neighborhoods are the primarily residential areas within a five- to fifteen-minute walk of the intersection of University Avenue and Highway 41A. Only a few residential sign types are allowed in this District.
- The Cottage Courts will be small areas of new construction, intended to provide additional housing options in Sewanee. Only a few residential sign types are allowed in this District.

#### Step 2: Sign Type

The second step is to determine the type of sign desired for the building/leasehold and use the Signage Standards Summary to determine whether that type is permitted in the Character District in which the building/leasehold is located. If so, move on to Step 3. If not, check the Sign Standards Summary for other sign types that may be more appropriate for the District.

#### Step 3: Sign Standards

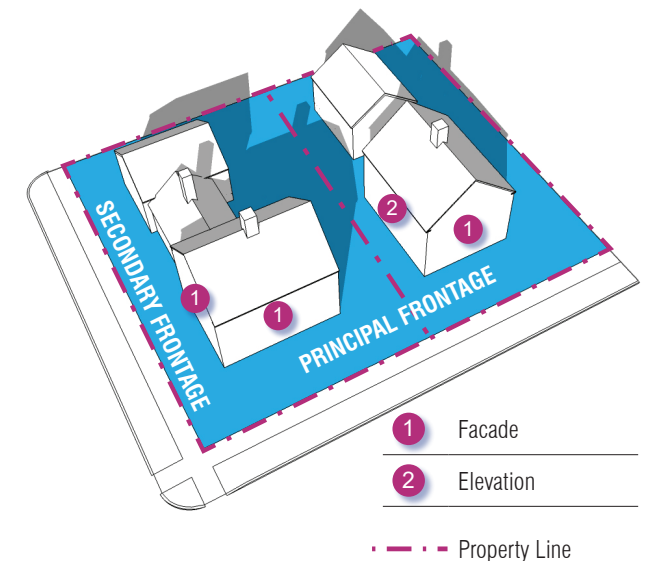
Once the leaseholder/business owner has determined which of the Sign Types are appropriate, the final step is to review the specific standards for placement, dimensions, and design and to submit an application to the Lease Committee for Design Review. Please contact the Lease Office for the most current Design Review submittal requirements.

### Illustrated Concepts & Terms: Frontage, Facades & Elevations

The Principal Frontage is the “front” of the lot, or the side that enfronts the public right-of-way from which the building is addressed, and that which the adjacent building(s) face. Main entrances to all buildings shall be from the Principal Frontage, and the Facade must be parallel to the Principal Frontage.

The Secondary Frontage applies to corner lots only, and describes the “side street” from which the building may have a secondary entrance.

The term “Facade” is used to describe any Elevation of the building that is oriented toward the Principal or Secondary Frontage. Elevations are all other sides of the building. To summarize, all Facades are Elevations but not all Elevations are Facades.



# Temporary Signs

From time to time it may be necessary for business owners and/or leaseholders to utilize temporary signage for their businesses. Temporary signs may be any of the following Permanent Sign types, or may be weatherproof boards or banners temporarily placed in the signage locations described in the following section.

All temporary signage must be reviewed by the Village Planner and approved by the Lease Committee, and is subject to the following conditions:

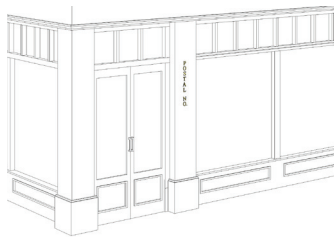


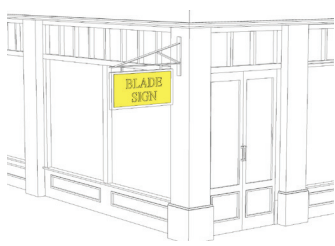
### Temporary Event Signage

Each business or leasehold may have one (1) temporary sign or banner advertising a sale or event to be conducted in the building or on the leasehold, provided that it is displayed no sooner than thirty (30) days prior to the event and is taken down no later than five (5) days after the event. All temporary signs must be made of weatherproof materials and mounted or displayed so as to not permanently mark or damage the ground or building to which it is attached.





### Temporary Business Signage

Each business or leasehold may have one (1) temporary sign with the name and/or logo of the business placed on the building or the leasehold for no more than ninety (90) days. The temporary sign must be replaced with a permanent sign within ninety (90) days, so the leaseholder or business owner must submit an application for permanent signage within that period. If circumstances do not allow the leaseholder or business owner to have a permanent sign in place within ninety (90) days of the mounting or display of the temporary sign, he or she may submit a request for an extension of the temporary sign to the Lease Committee. All temporary signs must be made of weatherproof materials and mounted or displayed so as to not permanently mark or damage the ground or building to which it is attached.





# Permanent Signs: Summary

Sewanee Village Sign Type	Illustration	Allowed Districts	Specific Standards
<p><b>Address Sign:</b></p> <p>A sign that consists of a numeric reference to a building or street, mounted on the building.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p> <p><b>Village Neighborhood</b></p> <p><b>Cottage Court</b></p>	<p><a href="#">Page 6</a></p>
<p><b>Awning Sign:</b></p> <p>An awning that contains a retail tenant sign which may be painted, screen printed, or appliquéd on the valance of the awning.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p>	<p><a href="#">Page 7</a></p>
<p><b>Band Sign:</b></p> <p>A sign that is flat against the Facade consisting of individual cut letters applied directly to the building, or painted directly on the surface of the building. Band signs are placed directly above the main entrance and often run horizontally along the entablature of traditional buildings. Band Signs are typically intended to be seen from a distance and are often accompanied by additional pedestrian-scaled signage. May also be referred to as a Facade Sign.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p>	<p><a href="#">Page 8</a></p>
<p><b>Blade Sign:</b></p> <p>A sign mounted perpendicular to a building Facade Wall, typically hung from decorative cast or wrought iron brackets in a manner that permits them to swing slightly. These signs are small, pedestrian-scaled, and easily read from both sides. Blade signs should be hung well out of reach of pedestrians and all exposed edges of the sign should be finished. May also be referred to as a Projecting Sign.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p>	<p><a href="#">Page 9</a></p>

# Permanent Signs: Summary

Sewanee Village Sign Type	Illustration	Allowed Districts	Specific Standards
<p><b>Marquee Sign:</b></p> <p>A vertical sign that is located either along the face where it projects perpendicular to the Facade. These signs often extend beyond the parapet of the building, but may also terminate below the cornice or eave. Marquee Signs often have neon lettering used in conjunction with painted lettering.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p>	<p><a href="#">Page 10</a></p>
<p><b>Outdoor Display Case:</b></p> <p>Outdoor Display Case signs are typically found on institutional or commercial buildings, such as churches, restaurants, museums, schools, performing arts and community centers. They may contain information about current events or offerings. May also be referred to and used as Menu Signs.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p>	<p><a href="#">Page 11</a></p>
<p><b>Plaque Sign:</b></p> <p>This sign type consists of either a panel or individual letters applied to a building, listing the names of businesses or building tenants. May also be referred to as Nameplate Sign.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p> <p><b>Village Neighborhood</b></p> <p><b>Cottage Court</b></p>	<p><a href="#">Page 12</a></p>
<p><b>Porch Sign:</b></p> <p>Signs that are mounted on a porch, typically hung over the entrance.</p>		<p><b>Village Center</b></p> <p><b>Village Edge</b></p> <p><b>Village Neighborhood</b></p> <p><b>Cottage Court</b></p>	<p><a href="#">Page 13</a></p>

# Permanent Signs: Summary

Sewanee Village Sign Type	Illustration	Allowed Districts	Specific Standards
<p><b>Sidewalk Sign:</b></p> <p>A sign that provides secondary signage and may be used to announce daily specials, sales, or point to shops located off the sidewalk. They may be painted wood panels or cut wood shapes. Traditional slate boards are highly recommended. Chaser lights or aluminum signs may not be used. May also be referred to as a Sandwich Board or Sandwich Sign.</p>		<p><b>Village Center</b> <b>Village Edge</b></p>	<p><a href="#">Page 14</a></p>
<p><b>Wall and Building Sign:</b></p> <p>Signs that are flat against the Facade. They are intended to be visible from a greater distance. Wall and Building signs that do not provide signage for a specific business (e.g. artistic Wall Mural) are subject to approval by the Village Planner.</p>		<p><b>Village Center</b> <b>Village Edge</b></p>	<p><a href="#">Page 15</a></p>
<p><b>Window Sign:</b></p> <p>Signs that are professionally painted consisting of individual letters and designs, applied directly on the inside of a window or hanging adjacent to the inside face of glass.</p>		<p><b>Village Center</b> <b>Village Edge</b></p>	<p><a href="#">Page 16</a></p>
<p><b>Yard Sign:</b></p> <p>Signs that are mounted in a yard between the public Right-of-Way (ROW) and the building Facade. Signs mounted in a yard may be placed parallel or perpendicular to the ROW.</p>		<p><b>Village Center</b> <b>Village Neighborhood</b></p>	<p><a href="#">Page 17</a></p>

# Signage Standards

## Address Sign

### Allowed Districts:

Village Center

Village Edge

Village Neighborhood

Cottage Court



### DESCRIPTION

A sign that consists of a numeric reference to a building or street, mounted on the building.

### DIMENSIONS

Quantity (max)	1 per address
Area	72 sq. in
Width / Height	max 18 in / max 24 in
Depth / Projection	max 3 in
Clearance	min 4.5 ft
Letter Height	min 4 in, max 6 in, measured vertically

### STANDARDS

In addition to all other applicable standards, each Band Sign:

- shall have the address number attached to the building in proximity to the main building entrance or at a mailbox.
- shall be easily visible; and
- shall be constructed of durable, weatherproof materials.



# Signage Standards

## Awning Sign



### DESCRIPTION

An awning that contains a retail tenant sign which may be painted, screen printed, or appliquéd on the valance of the awning.

### DIMENSIONS

Quantity (max)	1 per window
Width / Height	max width = width of facade max height= n/a letters, numbers, and graphics covering no more than 70% of the valance area
Depth / Projection	min 8 ft fully extended, edge of sidewalk, whichever is less
Clearance	min 8 ft
Letter Height	min 5 in, max 10 in
Valance Height	max 12 in

### STANDARDS

In addition to all other applicable standards, each Awning Sign:

- shall only be applied to an awning that complies with the Sewanee Village Pattern Book standards;
- if located over the public right of way shall require the approval of Franklin County;
- shall be limited to the valance of the awning;
- shall contain only the business name, logo, and/or street address;
- shall not be internally illuminated or backlit.
- shall be made of opaque material.

# Signage Standards

## Band Sign

### Allowed Districts:

Village Center

Village Edge



### DESCRIPTION

A sign that is flat against the Facade consisting of individual cut letters applied directly to the building, or painted directly on the surface of the building. Band signs are placed directly above the main entrance and often run horizontally along the entablature of traditional buildings. Band Signs are typically intended to be seen from a distance and are often accompanied by additional pedestrian-scaled signage. May also be referred to as a Facade Sign.

### DIMENSIONS

Quantity (max)	1 per Facade, per business
Area	1.5 sf per linear ft Facade
Width / Height	max 90% width of Facade / max 3 ft
Depth / Projection	max 7 in
Clearance	min 7 ft
Letter Height	max 18 in

### STANDARDS

In addition to all other applicable standards, each Band Sign:

- shall be applied to the first story Facade and not project vertically above the roof line;
- shall include only letters, background, lighting, and an optional logo, with such information shall consist only of the name and/or logo of the businesses located in such building;
- shall not list products, sales, or other promotional messages, or contact information;
- shall have letters individually attached to the wall, on a separate background panel affixed to the wall, or printed or etched on the same surface as the background;
- shall be externally illuminated by lights shielded from direct view to reduce glare;
- shall not have exposed electrical raceways, conduits or wiring;
- should be placed in consideration of the building architecture and in vertical alignment with the center of an architectural element such as a storefront window or entrance, or centered over the bay or overall space occupied by the business, all without interruption or obscuring an architectural element or causing visual disharmony; and
- shall be constructed of durable, weatherproof materials.

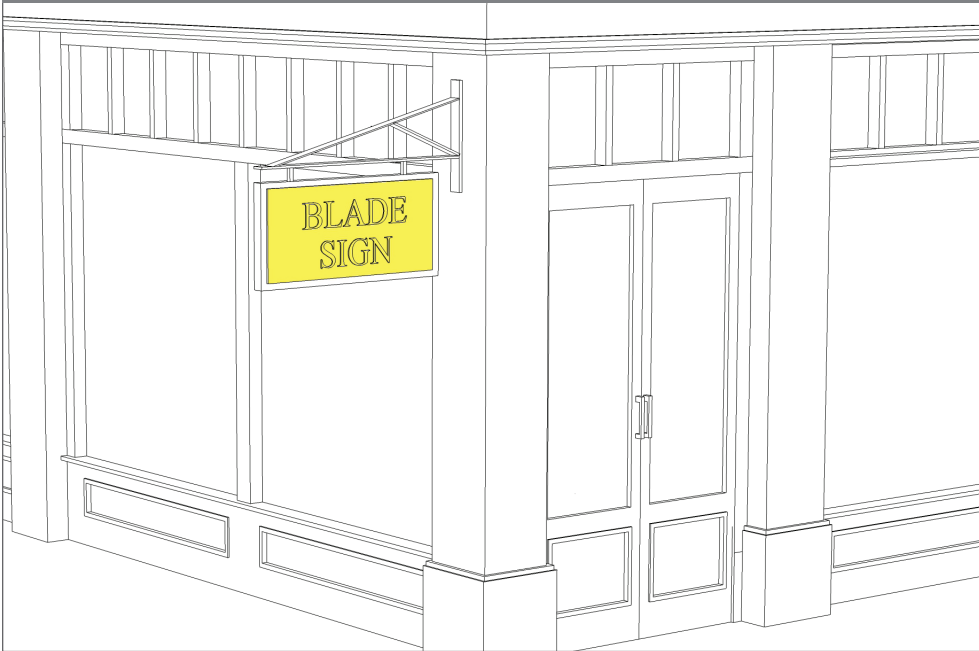
# Signage Standards

## Blade Sign

### Allowed Districts:

Village Center

Village Edge



### DIMENSIONS

Quantity (max)	1 per business, no closer than 18 ft from another Blade Sign
Area	6 sf
Width / Height	max 2 ft / max 4 ft
Depth / Projection	max 4 ft
Clearance	min 8 ft clear above the sidewalk
Letter Height	max 8 in

### DESCRIPTION

A sign mounted perpendicular to a building Facade Wall, typically hung from decorative cast or wrought iron brackets in a manner that permits them to swing slightly. These signs are small, pedestrian-scaled, and easily read from both sides. Blade signs should be hung well out of reach of pedestrians and all exposed edges of the sign should be finished. May also be referred to as a Projecting Sign.

### STANDARDS

In addition to all other applicable standards, each Blade Sign:

- if located over the public right of way shall require the approval of Franklin County;
- shall be permanently installed perpendicular to the Façade;
- shall be constructed of durable, weatherproof materials.

# Signage Standards

## Marquee Sign

### Allowed Districts:

Village Center

Village Edge



### DESCRIPTION

A vertical sign that is located either along the face where it projects perpendicular to the Facade. These signs often extend beyond the parapet of the building, but may also terminate below the cornice or eave. Marquee Signs often have neon lettering used in conjunction with painted lettering.

### DIMENSIONS

Quantity (max)	1 per Principal Frontage
Width / Height	centered on and no more than 4 ft wider than Principal Entrance Bay
Depth / Projection	min 4 ft, max 10 ft
Clearance	min 10 ft from sidewalk
Letter Height	removable letter height max 6 in, business name and logo height max 36 in
Distance from Curb	per Franklin County standards and approval

### STANDARDS

In addition to all other applicable standards, each Marquee Sign:

- shall not be internally lighted or backlit except behind the panels from which removable letters are hung and shall be lighted with neon tubing or other external means;
- shall be located only above the Principal Entrance of a building and attached parallel to the Facade;
- shall not have any supports more than eight (8) feet deep and all anchors, bolts, and supporting rods must be concealed within its interior;
- if located over the public right of way shall require the approval of Franklin County;
- shall together with all anchors, bolts, supporting rods and braces, be constructed of high quality non-combustible or non-corrodable components and materials and shall be designed by a structural engineer; and
- shall be constructed of durable, weatherproof materials.

# Outdoor Display Case



## DIMENSIONS

Quantity (max)	1 per Principal
Area	max 6 sf
Width / Height	max 3.5 ft square
Depth / Projection	max 5 in
Clearance	min 4 ft
Letter Height	n/a

## DESCRIPTION

Outdoor Display Case signs are typically found on institutional or commercial buildings, such as churches, restaurants, museums, schools, performing arts and community centers. They may contain information about current events or offerings. May also be referred to and used as Menu Signs.

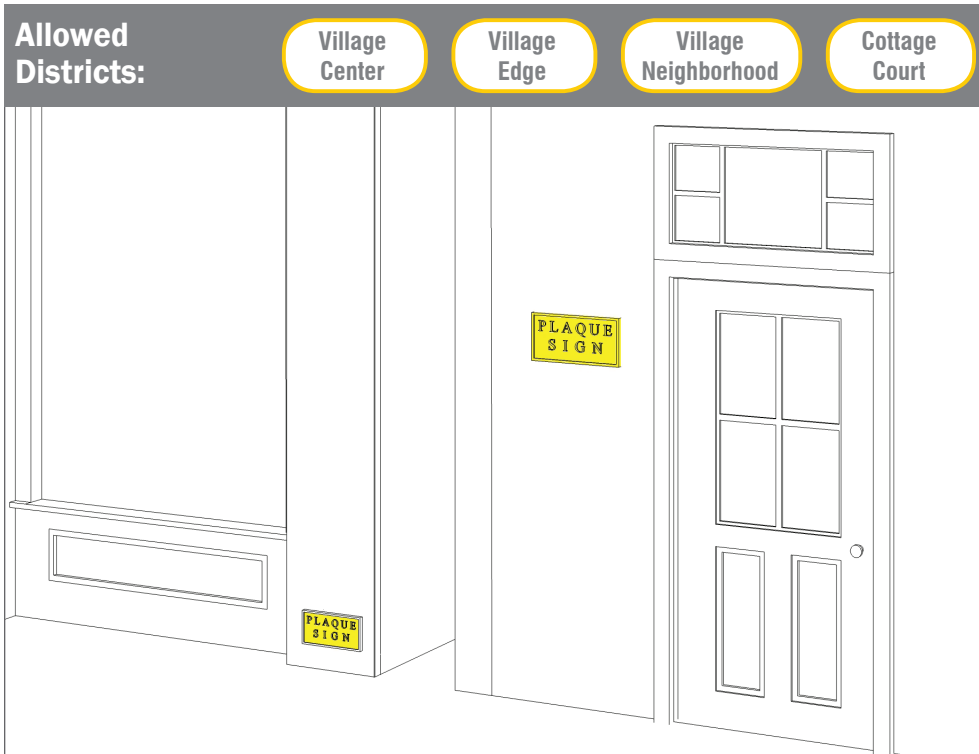
## STANDARDS

In addition to all other applicable standards, each Outdoor Display Case:

- shall be attached to and parallel with the first floor Façade;
- shall not exceed six (6) square feet, except in the case of Theaters, in which case they shall not exceed 20 square feet;
- may be externally illuminated or by a recessed light source within the cabinet;
- shall not be attached to or be placed within shopfront windows; and
- shall be constructed of durable, weatherproof materials.

# Signage Standards

## Plaque Sign



### DESCRIPTION

This sign type consists of either a panel or individual letters applied to a building, listing the names of businesses or building tenants. May also be referred to as Nameplate Sign.

### DIMENSIONS

Quantity (max)	1 per Address
Area	max 3 sf
Width / Height	max 18 in / max 2 ft
Depth / Projection	max 3 in

### STANDARDS

In addition to all other applicable standards, each Plaque Sign:

- shall only provide the name, address or logo of an owner, tenant, and/or the building to which it is affixed;
- shall consist of either a panel or individual characters applied to a building wall within four(4) feet of an entrance to the building;
- may not be backlit; and
- shall be constructed of durable, weatherproof materials.

# Signage Standards

## Porch Sign

### Allowed Districts:

Village Center

Village Edge

Village Neighborhood

Cottage Court



### DESCRIPTION

Signs that are mounted on a porch, typically hung over the entrance.

### DIMENSIONS

Quantity (max)	1 per address ( 2 / corner bldgs)
Area	max 6 sq ft
Width / Height	max 90% width of Entrance / max 2 ft
Depth / Projection	n/a
Clearance	min 7 ft
Letter Height	max 8 in

### STANDARDS

In addition to all other applicable standards, each Porch Sign:

- shall be hung above the entrance to the porch or elsewhere on the architrave (beam at top of columns); and
- shall be permanently installed parallel to the facade of the building;
- may be externally lit by lights shielded from direct view to reduce glare; and
- shall be constructed of durable, weatherproof materials.

# Signage Standards

## Sidewalk Sign



### DIMENSIONS

Quantity (max)	1 per business
Area	max 8 sf
Width / Height	max 26 in / max 42 in
Depth / Projection	n/a
Clearance	n/a
Letter Height	n/a

### DESCRIPTION

A sign that provides secondary signage and may be used to announce daily specials, sales, or point to shops located off the sidewalk. They may be painted wood panels or cut wood shapes. Traditional slate boards are highly recommended. Chaser lights or aluminum signs may not be used. May also be referred to as a Sandwich Board or Sandwich Sign.

### STANDARDS

In addition to all other applicable standards, each Sidewalk Sign:

- shall consist of freestanding, double-sided signs placed at the entrance to a business in a primarily pedestrian environment;
- shall be permitted for each business;
- shall be moved inside during high winds or other weather conditions that might pose a hazard to public safety;
- shall maintain a minimum 5' clear pedestrian travel way on the sidewalk; and
- shall be constructed of durable, weatherproof materials.



# Wall and Building Sign



## DESCRIPTION

Signs that are flat against the Facade. They are intended to be visible from a greater distance. Wall and Building signs that do not provide signage for a specific business (e.g. artistic Wall Mural) are subject to approval by the Village Planner.

## DIMENSIONS

Quantity (max)	1 per business
Area	max 16 sf
Width / Height	max 26 in / max 96 in
Depth / Projection	3 inches
Clearance	4 feet
Letter Height	n/a

## STANDARDS

In addition to all other applicable standards, each Wall Sign:

- shall not project vertically above the roof line;
- shall include only letters, background, lighting, and an optional logo, with such information shall consist only of the name and/or logo of the businesses located in such building;
- shall not list products, sales, or other promotional messages, or contact information;
- shall have letters individually attached to the wall, on a separate background panel affixed to the wall, or printed or etched on the same surface as the background;
- shall be externally illuminated by lights shielded from direct view to reduce glare or halo lighting behind opaque lettering;
- shall not have exposed electrical raceways, conduits or wiring;
- should be placed in consideration of the building architecture and in vertical alignment with the center of an architectural element such as a storefront window or entrance, or centered over the bay or overall space occupied by the businesses, all without interruption or obscuring an architectural element or causing visual disharmony; and
- shall be coordinated in terms of scale, placement, colors and materials with any other such sign on the Facade of the building; and
- shall be constructed of durable, weatherproof materials.

# Signage Standards

## Window Sign

### Allowed Districts:

Village Center

Village Edge



### DESCRIPTION

Signs that are professionally painted consisting of individual letters and designs, applied directly on the inside of a window or hanging adjacent to the inside face of glass.

### DIMENSIONS

Quantity (max)	1 per window
Area	max 25% of glass onto which it is applied or behind which it is hanging
Width / Height	varies
Depth / Projection	n/a
Clearance	4 ft
Letter Height	8 in

### STANDARDS

In addition to all other applicable standards, each Window Sign:

- shall be of one of the following types:
  - letters painted or applied directly on the window
  - hanging signs that hang from the ceiling behind the window
  - neon signs - non flashing or moving
  - door signs applied to or hanging inside the glass portion of an entrance doorway
- shall not interfere with the primary function of windows, which is to enable passersby and public safety personnel to see through windows into premises and view product displays; and
- may list services and/or products sold on the premises, or provide phone numbers, operating hours or other messages, provided that the total aggregate area of these messages shall not exceed the limit provided above.

# Signage Standards

## Yard Sign

### Allowed Districts:

Village Edge

Village Neighborhood



### DESCRIPTION

Signs that are mounted in a yard between the public Right-of-Way (ROW) and the building Facade. Signs mounted in a yard may be placed parallel or perpendicular to the ROW.

### DIMENSIONS

Quantity (max)	1 per building
Area	12 sf
Width / Height of Sign panel	max 48 in / max 40 in
Clearance	n/a
Apex	6 ft
Letter Height	max 10 in
Distance from frontage line	min 2 ft

### STANDARDS

In addition to all other applicable standards, each Yard Sign:

- shall be externally illuminated by lights shielded from direct view to reduce glare;
- can be single- or double- post;
- shall be set perpendicular to the building; and
- shall be made of durable, weatherproof materials.