

| HOW TO TIPS FOR SIGNS IN DOWNTOWN |

TO INSTALL PERMANENT SIGNAGE ON A BUSINESS:

1. **Review it.** Review the 2014 Downtown Longmont District Sign Design Standards, available at the LDDA office or website (www.downtownlongmont.com), AND the City of Longmont Sign Code on the City of Longmont website (www.longmontcolorado.gov). For specific questions about the Sign Code, contact the Planning and Development Services in the Development Services Center at 385 Kimbark St. or call (303) 651-8330.
2. **Design it.** Once you have determined what kind of signage you wish to install, you will need to create an architectural drawing and design renderings. Submittals must include the following items: completed application forms; dimensioned graphic plans identifying sign style, location, size (area) and height; materials and colors for signs, frames, brackets, and bases; details of sign lighting including brightness levels; method of attachment to the building or ground as applicable. Contact Planning and Development Services regarding applicable building, fire and sign code requirements.
3. **Check it.** Provide architectural drawings and design renderings to the Director of the LDDA for design review and approval. (Note: signs on Historic Landmark properties will be reviewed only by the City – contact Planning and Development Services for details.) If your design meets the guidelines, LDDA will issue you a Certificate of Compliance, which is an e-mail from the LDDA to the City, approving your design. This process should take no more than 14 days, unless your application is marked for further review.
4. **Permit it.** Before you install, you will need a permit. Completed sign permit applications can be submitted at the City of Longmont Development Services Center at 385 Kimbark St. Permit cost is based on the cost of the sign. This process should take no more than 14 days.

If you own the building, you or your licensed sign contractor must apply for a sign permit from the City of Longmont. If you are a renter, your licensed sign contractor must apply for a sign permit from the City of Longmont. Signs that hang over public property (such as the sidewalk or breezeway) will most likely also require a Use of Public Places Permit from the City. Sign applications are available on the City website at www.ci.longmont.co.us (type *Sign Permit* into the Search box and click on the first link).

TO DISPLAY AN A-FRAME SIGN IN FRONT OF A BUSINESS:

1. **Review it.** Review the 2014 Downtown Longmont District Sign Design Standards, available at the LDDA office or website and City of Longmont Sign Code. For specific questions about the Sign Code, please contact the Planning and Development Services in the Development Services Center at 385 Kimbark St. Plastic A-Frame signs are not permitted in the LDDA.
2. **Check it.** Once you have determined what kind of sign you wish to purchase, you will need to send a rendering of the sign, including material types to the Director of the LDDA for approval. If your design meets the guidelines, LDDA will issue a Certificate of Compliance, which is an e-mail from the LDDA to the city, approving your design. This will take no more than 5 business days.
3. **Place it.** There is no permit required. Once you have obtained a Certificate of Compliance from the LDDA on your design, you are all set. A-Frame signs may be displayed in the LDDA any day of the year that the business is open. They may not be in the pedestrian right-of-way or hinder any access. They also may not be affixed to any streetscape elements.

TO DISPLAY NON-PERMANENT SPECIAL EVENT BANNERS ON A BUSINESS:

(to promote your business, including grand openings, sales promotions or new product information)

1. **Permit it.** You or your Licensed Sign Contractor must apply for a Special Event Sign Permit from the City. Special Event Signage may be displayed for 30 days in any 3 month period and the permits cost \$10 per quarter. Non-permanent vinyl banner signs do not require design approval from the LDDA, but must abide by the Downtown Longmont District Sign Design Standards.

SIGN TYPES



CITY OF LONGMONT SIGN CODE DETAILS ON MOST FREQUENTLY REQUESTED SIGNAGE TYPES IN THE LDDA |

PEDSTRIAN SCALED PROJECTING SIGNS (ENCOURAGED)

- Maximum height: 25' or below sill of any 2nd story windows.
- Maximum size: 20 square feet.
- Maximum projection 5'.
- Minimum clearance under sign 8'.
- Certificate of Compliance from the LDDA, then a Sign Permit and Use of Public Places Permit from the City of Longmont required.



UNDER AWNING OR CANOPY SIGNS

- Maximum height: under canopy or awning.
- Maximum size: 4 square feet.
- Maximum projection: edge of canopy or awning.
- Minimum clearance under sign: 7'.
- Certificate of Compliance from the LDDA and a Sign Permit from the City of Longmont required.



WALL SIGNS

- Maximum height: 25' or top of wall whichever is less.
- Maximum size: 1 square foot per linear foot of approved wall.
- Cabinet signs are not allowed in the LDDA.
- Wall signage placed above the first story only as part of an approved Master Sign Plan from the City of Longmont.
- Certificate of Compliance from the LDDA and a Sign Permit from the City of Longmont required.



AWNING AND CANOPY SIGNS

- Maximum height: printed on bottom of 1st floor awnings, fascia face or 25' whichever is less
- Maximum size: 0.5 per linear foot of canopy. Individual awnings or canopies for each window or door required.
- Awnings with back-lit graphics or fluorescent tube lights are prohibited. Other kinds of illumination may be allowed.
- Certificate of Compliance from the LDDA and a Sign Permit and Use of Public Places Permit from the City of Longmont required.



PERMANENT BANNER SIGNS

- In the LDDA **only** permanent banners are allowed on building facades built to the property line.
- Permanent banner signs shall hang from projecting metal brackets and be pedestrian oriented in size and may not be more than 5' in length.
- Permanent banner signs mounted more than 8' above the sidewalk shall have metal brackets at both the top and bottom of the banner and shall project no more than 24 inches from the building. Banners installed less than 8' above the sidewalk shall not project more than 18 inches from the building, and shall be attached to a metal bracket at the top and be weighted at the bottom.
- No more than 2 permanent banner signs per building.
- Certificate of Compliance from the LDDA and a Sign Permit from the City of Longmont and Use of Public Places Permit required.



WINDOW SIGNS

- Maximum size: may not occupy more than 25% of each window opening. Exceptions may be made for signs that screen appropriate uses.
- Flashing window signs are prohibited.
- Handwritten, paper, cardboard and plastic window signs are not allowed. Hand painted window signage is prohibited.
- Electronic window displays with moving or animated images may be allowed on case by case basis in the LDDA only.
- Certificate of Compliance from the LDDA.



RESTAURANT MENU SIGNS

- Restaurant menu signs may be portable A-frame signs (see criteria below), or be permanently mounted display boxes on the surface of the building adjacent to the entrance.
- Permanently mounted restaurant menu signs will be counted in the overall wall signage allowance.
- Certificate of Compliance from the LDDA and (if a wall sign, a Permit from the City of Longmont).



ARTFUL SIGNS

- Signs that advertise the occupants business through the use of graphic or crafted symbols are encouraged in the LDDA, and must meet the height, size and placement requirements for Projecting, Wall and Monument Signs found elsewhere in this document.
- Certificate of Compliance from the LDDA, then a Sign Permit and Use of Public Places Permit (if Projecting Sign) from the City of Longmont required.



PORTABLE / A-FRAME SIGNS

- Portable signs may be allowed on public property only if there is not adequate space to display a sign on private property.
- Maximum height: 4'.
- Maximum width: 2'.
- Maximum size: 6 square feet.
- Portable A-frame signs may only be displayed during business hours.
- Portable signs are limited to one per building, except for multiple-tenant buildings which may display one additional portable sign per street frontage for buildings having more than 25 linear feet of street frontage.
- Portable A-frame signs may be displayed all year and require a Certificate of Compliance from the LDDA.



PORTABLE SPECIAL EVENT BANNER SIGNS

- Special event banners shall be attached flat to a building wall. Special event banners may be displayed for 30 days in any quarter and do not require a Certificate of Compliance from the LDDA, but DO require a Special Event Sign Permit from the City of Longmont. Banners should comply with Downtown Sign Design Standards.
- Wind Signs are not permitted in the LDDA.



Wind Signs NOT permitted