

Chapter 5

Signage



Signage has always been used by businesses to advertise goods and services. The Commission recognizes that vibrant commercial activity depends, in part, on dynamic and effective signage that both respects and animates the New York City streetscape. Typically, signs were painted or affixed above storefronts in signbands, installed within display windows, suspended from brackets, or hung beneath canopies. Occasionally they were painted on lot-line walls. These historic uses serve as the basis for **LPC's rules** for installing, modifying, and removing signage. (See **LPC Rules**, Section 2–13, available on our website, www.nyc.gov/landmarks.)

In This Chapter, You Will Find:



This chapter explains LPC’s rules for signage, which apply both to commercial and residential buildings. Our goal is to help you submit a fully completed permit application for work that conforms to LPC Rules so you can get your permit more quickly.



Note: If you are installing vinyl film on a display window to conceal interior programming or conditions, or a digital screen at the inside of a display window, please see *Chapter 3, Storefronts*, for further information.

If you are installing signage on an awning, please see *Chapter 4, Awnings and Sidewalk Canopies*, for further information.

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Section A

How to Get Started



Before applying for your permit, you should:

Find Information About Your Building

This will help you determine how the rules apply.

What type of building is it?
Search for the building on the **Discover NYC Landmarks map** to determine how the rules apply to your specific building type.

Click on your building to find **construction date, architect and style, building and landmark type**, and a link to the

LPC designation report with additional historical background.

What did the building look like?
Find **historic tax photos** from the 1940s and 1980s, available through the NYC Department of Records & Information Services' **NYC Municipal Archives Collections**.

The **LPC Resource Guide, Researching Historic Buildings**

in New York City, is available at **www.nyc.gov/landmarks**.

What about zoning?
Since maximum size and projection of bracket signs is determined by the zoning applicable to your building and the character of the historic district, check **New York City Planning's Zoning and Land Use Map**.

See if the Work Requires a Permit

Maybe you don't need a permit.
LPC generally requires a permit for installing signage, but a permit is **not required** for:

Replacing banners or flags on an armature that existed at the time of designation or was previously approved by LPC

Installing interior signs more than 18 inches behind a storefront display window

Replacing signs not permanently attached to railings or storefront elements

Replacing lenses on preexisting box signs

Placing sandwich boards or installing temporary signage that does not physically attach to any part of the building or can easily be moved

Replacing painted and vinyl signage at storefront glazing that was previously approved by LPC

Temporary signage applied to glass only and advertising that a space is for sale or lease, or for concealing interior construction

work. These signs must be removed once the space is sold or leased or at the completion of construction.

Signage applied to sidewalk or roadway cafe perimeter barriers or freestanding coverings and which comply with NYC Department of Transportation's Dining Out NYC program regulations

Unsure whether your work requires a permit?
Contact LPC at 212-669-7817 or **info@lpc.nyc.gov**.

What You Will Need

All LPC permit applications and supporting materials are now filed and processed through Portico, the agency's web-based permit application portal. A complete application requires all the materials listed below.

Basic Application Materials

- ☐ **LPC permit application** filed on Portico.
 - ☐ **Color photos** of the entire building and close-ups of the storefront or commercial entrance that show location and context of proposed work.
 - ☐ **Drawings:**
 - Elevation of storefront with proposed signs and lighting
 - Elevation, section, and /or side elevation of proposed signs and lighting with full dimensions
 - Details of signs and lighting, plus installation methods
 - ☐ **Material specifications / manufacturer cut sheets.**
 - ☐ Department of Buildings (DOB) **filing drawings**, if proposed work requires a DOB permit.
- All signage must be as-of-right, in accordance with the NYC Zoning Resolution and the NYC Building Code. You can find zoning resolution information on the NYC City Planning website at www.nyc.gov/planning and the NYC Building Code is available on the DOB website at www.nyc.gov/buildings.
- ☐ **Color specifications / paint cards.**

Section B

LPC Rules and Criteria



This is how the Landmarks Preservation Commission works:

The LPC Rules establish the criteria that allow staff to review and approve proposals for certain types of work at landmark properties. Permit applications for work that meets the LPC Rules can be approved faster. If the work does not meet the rules, staff may suggest alternatives that do meet the rules — or your proposal may be presented to the LPC Commissioners for review at a public hearing. Staff can guide you through this process. Visit www.nyc.gov/landmarks for more information.

This section explains and illustrates the rules and criteria for the most common types of work involving signage. See [LPC Rules](#), Section 2-13, for more information.

→ In This Section:

Signage in Signbands and Within Storefronts

- Installing Painted and Pin-Mounted Signage
- Installing Flat Sign Panels
- Installing Dimensional Letters On or In Front of a Metal Channel
- Installing Signage on Glazing

Bracket and Banner Signs

- Installing Bracket and Banner Signs

Illumination of Signage

- Installing Illuminated Signage Above Storefronts
- Installing Halo-Lit Signage
- Installing Neon Signage
- Installing Bracket Sign Lighting

Other Types of Commercial Signage

- Installing Signage in Commercial Spaces Below the Sidewalk
- Installing Plaques
- Installing Poster Boxes
- Installing Menu Boxes
- Installing Flags
- Installing Painted Wall Signs

General Criteria

Staff can issue permits approving the installation of signage if it meets the general criteria discussed below. Certain types of installations have additional requirements. See the appropriate work type for more information.

All types of signage must be as-of-right, pursuant to the NYC Zoning Resolution and the NYC Building Code. See *Section A* for how to find information on your building.

Signage cannot be installed through decorative features and cannot damage, obscure, or eliminate architectural features, such as cast iron. To confirm compliance, provide annotated photos and notes on drawings with your application.

Signage, both individually as well as the cumulative impact of all signs, cannot detract from the architectural features of the building, adjacent buildings, or the streetscape.

If the Commission has already approved signage or it existed at the time of designation, staff will consider the overall amount of signage for the storefront and building when reviewing an application, including but not limited to: flags, lettering on awning skirts, signage in the signband or applied to storefront glazing, and bracket signs. In approving new signage, the staff may require that some existing signage be eliminated or reduced.

Signage in Signbands and Within Storefronts

LPC staff can issue permits approving signage in signbands and on storefronts. Signs must be in proportion to the signband, typically leaving an open border along the perimeter. Letters and/or graphics cannot exceed 90 percent of the signband area.

Installing Painted and Pin-Mounted Signage

Staff can issue permits approving the installation of signage in signbands and storefronts if it meets the following criteria:

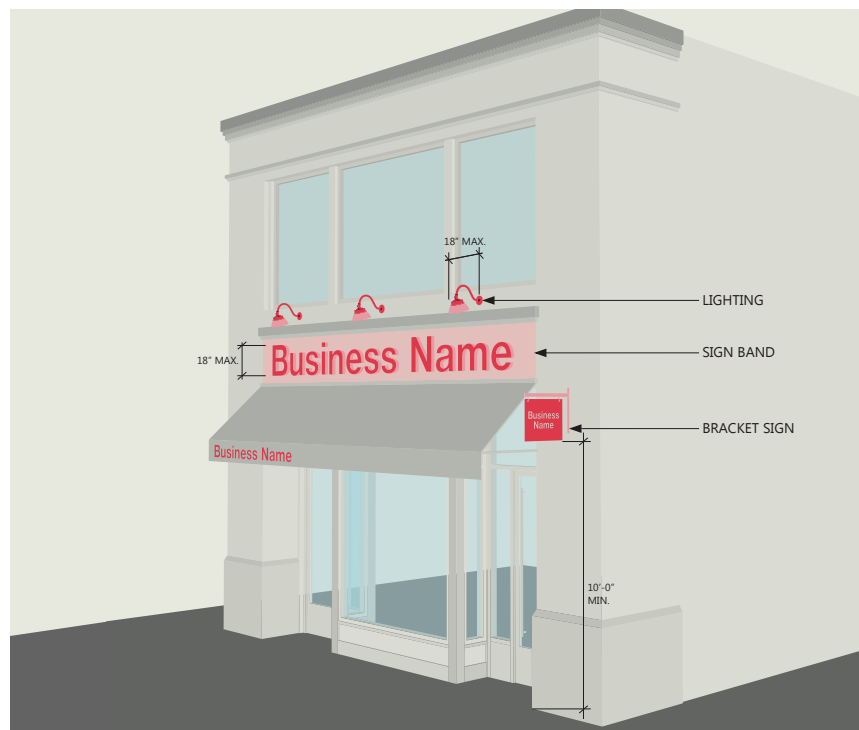
Location

Letters and logos can be attached in the signband (see *Glossary*) or glass at transom, or **onto a channel** in front of a storefront or transom window. They should not be attached to a decorative cornice or historic storefront framing. Signage should be located and attached in such a manner as to avoid obscuring or damaging architectural features.

Staff can issue permits approving the installation of signage in many places on the storefront, including but not limited to: on the signband, on an awning, on a bracket sign, or on a display window or transom.

Required Application Materials

- ☐ **Photos** of building facades
 - Height and depth of lettering and logo
 - Installation method
 - ☐ **Photos of storefront** or commercial entrance locations of proposed new signs
 - ☐ **Details of the proposed integrated light fixtures, if any**
 - ☐ **Storefront or building elevation** showing sign
 - ☐ **Material specifications**
 - ☐ **Elevation** for each proposed signage type:
 - Height and coverage of lettering and logo
 - ☐ **Color samples**
- If LPC requires additional materials after your application is reviewed, you will receive a Materials Checklist from LPC staff.*



Material

Letters and logos can be painted directly onto the historic masonry signband or display window or transom, or a flat sign panel installed within the signband. Letters and logos can also be individual dimensional letters made of wood, metal, or painted plastic. The color of the signage should be harmonious with the building. No neon or other vividly bright colors will be permitted.



Lettering mounted on a metal channel within a transom.

Dimension

Individual dimensional letters can be no taller than 18 inches. Dimensional letters can project up to two inches from the signband, sign panel, or metal channel, and up to 1/4 inch at glazing.

Installation

Pin-mounted letters that require attachment to the historic masonry signband should use mounting strips or a channel to limit penetrations, where feasible.



The **signband** is the flat, horizontal area on the facade, usually located immediately above the storefront and below the second story window sill where signs were historically attached. Signbands can also be found immediately above the storefront display window but below the masonry opening's lintel. A signband shall not include the flat portion of a cornice that is less than 12 inches in height. A signband may exist above a second story storefront. See this chapter's *Glossary* for more information.

Installing Flat Sign Panels

In addition to the criteria for installing painted and pin-mounted signage, there are additional criteria that apply specifically to installing a flat sign panel. Staff can issue permits approving the installation of flat sign panels in signbands and storefronts if it meets the following criteria:

Location

A sign panel should be located in the signband.

Material

A sign panel can be made of wood, metal, or opaque glass. Letters can be painted or pin-mounted metal, wood, or painted plastic.

Dimension

The sign panel should be proportional to the signband, and must not exceed 90 percent of the signband's area. Letters can be up to 18 inches high. The sign panel can project up to two inches from the facade; dimensional letters attached to the sign panel can project up to two additional inches, for a total of four inches of projection.

Installing Dimensional Letters On or In Front of a Metal Channel

In addition to the criteria for installing painted and pin-mounted signage, additional criteria apply specifically to installing dimensional letters on or in front of a metal channel. This type of installation allows for individual free-standing letters attached to a metal channel, which in turn can be mounted to the facade with a minimal number of attachment points or in front of a transom or display window. Staff can issue permits approving the installation of dimensional letters on or in front of a metal channel if the installation meets the following criteria:

Location

The metal channel can be placed in a signband or in front of a transom window.

Design

The channel must be either straight or slightly bowed.

Material

Letters attached to the channel can be made of wood, metal, or painted plastic. Where installed in front of the transom, the letters cannot be taller than the transom.

Dimension

The channel can be no more than one inch in height and, including letters, cannot project beyond the plane of the facade. Individual dimensional letters can be no taller than 18 inches. Letters may project up to two inches from the channel.



Pin-mounted lettering on a sign panel.



Dimensional letters that project from the exterior of the glass installed on the transom glass of a storefront.

Installing Signage on Glazing

Staff can issue permits approving the installation of painted and vinyl signage if it meets the following criteria:

Location

Vinyl letters, numbers, and graphics/logos can be applied directly onto storefront glazing, including glazing at the display window, transom, and door. Signage cannot be applied to special glazing, such as leaded or stained glass.

Dimension

Vinyl signage can occupy no more than 20 percent of the glazed area. The signage area is determined per area of glazing where the signage will be installed (transom, door, display windows), without subtracting for voids between letters, numbers, or graphics / logos. Dimensional letters can be applied to the interior or exterior of transom glazing.



Signage on glazing cannot occupy more than 20% of the glass area. To calculate the sign coverage for this storefront, you would need to determine the coverage of the vinyl decal at each of the numbered windows separately so will be providing four coverage percentages.

Bracket and Banner Signs

Bracket and banner signs are a common form of signage found in historic districts. While the LPC Rules provide a great deal of flexibility in materials, finishes, and overall design for signs, location and size are also dictated by the NYC Zoning Resolution. Familiarize yourself with your property's zoning restrictions before submitting your application.

Installing Bracket and Banner Signs

Staff can issue permits approving the installation of bracket and banner signs if they meet the following criteria:

Location

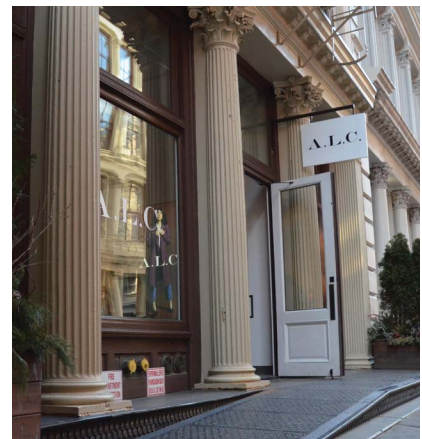
Signs must be installed in close proximity to the commercial tenant identified on the sign.

The armature must be installed below the second story, or above the second story at the lowest possible point that meets minimum height requirements of the NYC Zoning Resolution. The armature must be installed within the storefront opening or flat face of plain masonry, wood, or metal pier, but not cast iron.

Signs located at historically industrial buildings with a metal canopy can be mounted to the canopy's underside, as long as the bottom of the sign is at least ten feet above the sidewalk.

Installation

Signs can be supported by one or two armatures for rigid bracket signs, or one armature and an optional tieback to the building facade for banner signs. The sign panel may be either fixed or swing freely, or be flush mounted to the armature. They cannot be made to move by mechanized or controlled means.



This bracket sign with armature has been anchored to the storefront framing and not through the historic cast iron.



A bracket sign anchored through mortar joints at plain masonry.

Required Application Materials

- | | |
|--|--|
| <input type="checkbox"/> Photos of building facades | — Installation method |
| <input type="checkbox"/> Photos of storefront or commercial entrance locations for proposed new signs | <input type="checkbox"/> Details of the proposed integrated light fixtures , if any |
| <input type="checkbox"/> Storefront or building elevation or side elevation | <input type="checkbox"/> Material specifications |
| <input type="checkbox"/> Height of installation above sidewalk | <input type="checkbox"/> Color samples |
| <input type="checkbox"/> Elevation and side elevation of proposed sign and armature | <i>If LPC requires additional materials after your application is reviewed, you will receive a Materials Checklist from LPC staff.</i> |
| — Height and depth of sign, lettering, logo, and armature | |

Design, Materials, and Finish

The armature must be simply designed, proportional to the sign it's supporting, and in a finish that is harmonious with the storefront finish. At buildings with more than one historically designed storefront, the details of all of the bracket signs and armatures must have a consistent design or recall the historic signage.

The bracket or banner sign can be made of wood or metal, or a flexible fabric, such as matte canvas.



A projecting banner sign using flexible fabric.

Colors of display faces, fabric, and lettering or logos should not detract from the building. No neon or other vividly bright colors will be permitted.

Letters, words, numbers, or graphics can be painted, applied, or pin-mounted to the sign and made of wood, metal, or painted plastic.

Size and Projection

Signage cannot exceed the following dimensions: 24 × 36 inches, with a projection up to 40 inches from the facade in historic districts that were historically manufacturing or industrial; 18 × 24 inches, with a projection up to 18 inches from the facade in historic districts that were historically commercial; and 12 × 18 inches, with a projection up to 12 inches from the facade in historic districts that were historically residential.

The NYC Zoning Resolution also regulates the size and projection of bracket signs. Be sure to also check the Zoning Resolution to make sure your proposal complies with those rules as well.

Novelty shapes such as circles, polygons, and irregular shapes are permitted, provided they fall within general surface area size parameters.

Measured from face to face, **overall sign thickness** cannot exceed two inches. Signs with raised lettering or graphics cannot exceed three inches in total thickness.

Bracket signs under canopies have different requirements for size and projection under the NYC Zoning Resolution but must generally fall within area size parameters for bracket signs.

Number

One bracket sign can be installed per storefront. Corner storefronts may qualify for two. Buildings with more than one ground floor tenant can have multiple signs, as follows:

One sign per establishment, with no more than two signs per 20 feet of building street frontage.

Size, design, placement, materials, and details of armatures must be similar or match each other.

Ground floor corner storefronts may qualify for two signs. One bracket sign can be installed on each building facade with at least 20 feet of street frontage. However, each facade must have a primary entrance and the sign

must be in close proximity to the entrance.

Only one bracket sign can be located within 20 feet of the corner of a building.



A bracket sign in a novelty shape.

Can bracket signs be installed for upper story tenants?

Bracket signs for upper story tenants can be installed adjacent to the building entrance, as follows:

One sign per tenant is permitted on armature.

Signs must hang underneath one another on the same armature.

Total dimensions of signs taken together cannot exceed specified size requirements.

Can a bracket sign be installed if the building already has a flagpole?

It is possible to receive approval for both a flagpole and a bracket sign. Staff will consider the cumulative impacts of all signage types for the establishment and on the building as a whole and evaluate if overall signage is excessive or will detract from the significant features.

Illumination of Signage

Staff can issue permits approving the installation of light fixtures above storefronts to illuminate signage in signbands, or to illuminate storefronts where signbands or sign panels do not exist. Signs can also be “halo-lit.” There are options for external illumination of bracket signs and for interior neon-like signs behind display windows. **Staff cannot approve exterior signage that is internally illuminated**, e.g., light emitted through the front or sides of letters or a logo. All other interior illuminated signage, aside from what is described below, must be installed at least 18 inches behind the inside plane of the display window glass or transom.



Halo-lit, pin-mounted lettering at a signband.

Installing Illuminated Signage Above Storefronts

Staff can issue permits approving storefront signage illumination that meets the following criteria:

Light fixtures installed in or on plain masonry, metal, or wood (but not cast iron).

Signbands and sign panels with integrated cove fixtures in the same finish as the sign panel.

Small projecting light fixtures 12 inches or less in diameter, length, or width can be installed above the sign or storefront in the following quantities and spacing:

One fixture if the storefront opening is 1–6 feet

Required Application Materials

- | | |
|---|---|
| <input type="checkbox"/> Photos of building facades | <input type="checkbox"/> Details of the proposed integrated light fixtures , if any |
| <input type="checkbox"/> Photos of storefront or commercial entrance locations and signage locations to be illuminated | <input type="checkbox"/> Material specifications |
| <input type="checkbox"/> Elevation and side elevation of proposed light fixtures | <input type="checkbox"/> Color samples |
| <ul style="list-style-type: none"> — Height and projection — Installation method, including conduit location and penetrations | <p><i>If LPC requires additional materials after your application is reviewed, you will receive a Materials Checklist from LPC staff.</i></p> |

Two fixtures if the storefront opening is 6–12 feet

Three fixtures if the storefront opening is 12–18 feet

Four fixtures if the storefront opening is 18–24 feet

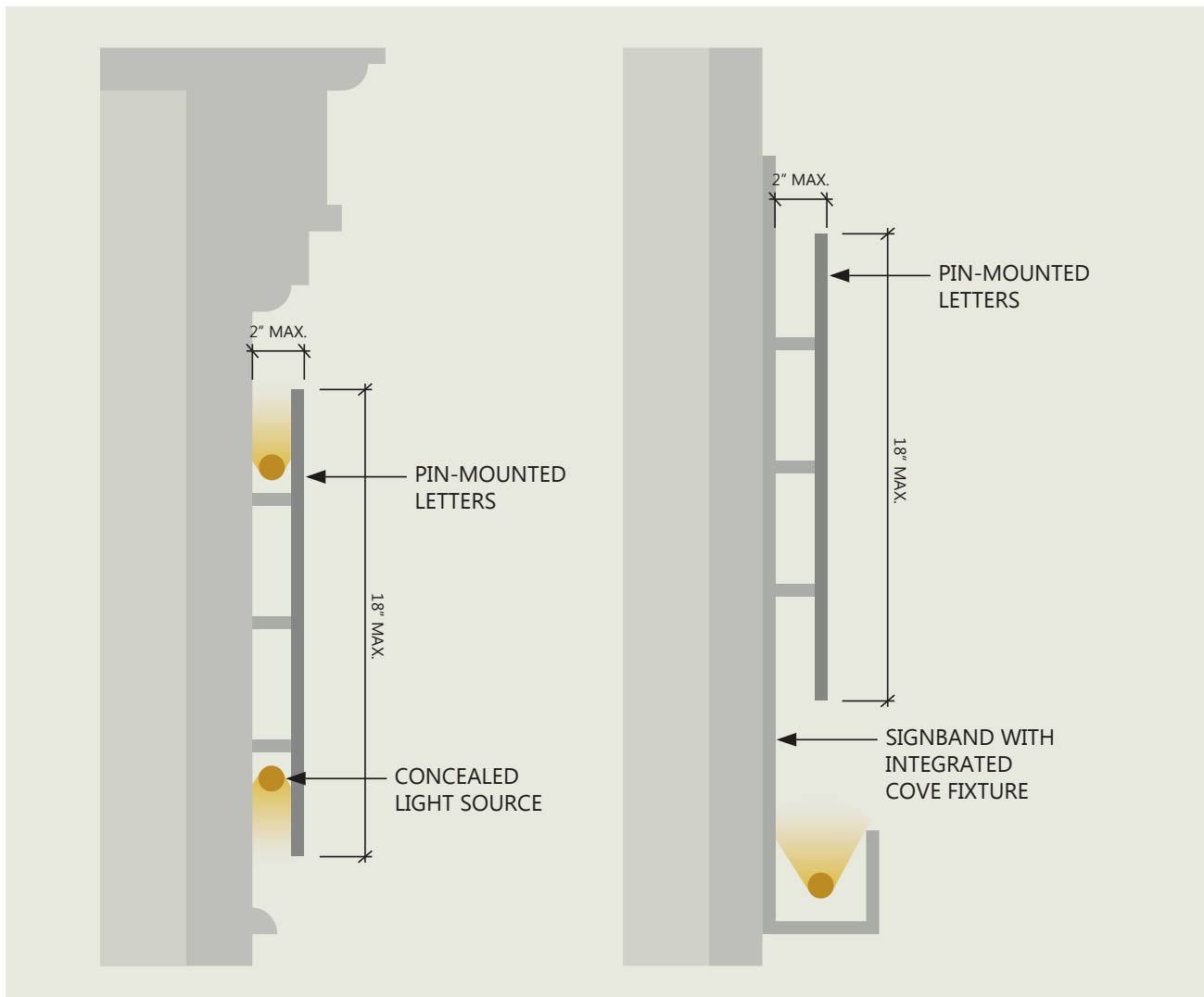
Light fixture armature cannot project more than 18 inches from the sign.

Conduit must be concealed.

Installing Halo-Lit Signage

Staff can issue permits approving the installation of halo-lit signage with a concealed light source that emits a glow behind solid letters or logo but does not emit light through the front or sides. Halo-lit signage must otherwise meet criteria for pin-mounted signage at signbands, as described earlier in this section.

Below left, a section drawing of halo-lit signage; below right, a section drawing of signage illuminated with an integrated cove fixture.



Installing Neon Signage

Staff can issue permits approving the installation of one interior neon sign (or other non-flashing sign type that features tubing and is generally imitative of traditional neon) per display window if it meets the following criteria:

Backing panel must be clear.

Sign must be installed at least six inches behind the glass.

Sign must not exceed 15 percent of the area of the display window or transom.

Visible illuminated lighting strips that outline display windows are **not permitted**.

Interior TV and LED screens are permitted if they are limited in size in accordance with Rules for interior partitions and vitrines, and are set back at least 18 inches from the glazing. Refer to the *Storefronts* section of the Permit Guidebook for additional sizing guidance.

Installing Bracket or Banner Sign Lighting

Staff can issue permits approving illuminating a bracket or banner sign by concealed lighting integrated into the sign or by small, discrete light fixtures on projecting arms attached to and finished to blend with the sign or armature. **Staff cannot approve internally illuminated bracket signs.**



A combination of neon and vinyl signage that meets staff-level rules.

Other Types of Commercial Signage

Signage can be installed at locations other than within or adjacent to storefront infill. Often these are commercial spaces that are not necessarily storefronts or locations that do not qualify for other types of signage.

Installing Signage in Commercial Spaces Partially below the Sidewalk

Staff can issue permits approving the installation of signage in commercial spaces below the sidewalk if it meets the following criteria:

Sign panels can be installed on a plain masonry band or wall above the commercial space opening and must otherwise follow criteria for sign panels above storefronts.

Flat metal or wood signs up to 12 × 36 inches in size and one inch thick with painted or applied lettering can be attached to an existing areaway fence in front of or associated with the store.

Required Application Materials

- | | |
|---|--|
| <input type="checkbox"/> Photos of building facades | <input type="checkbox"/> Section or side elevation of proposed sign, plaque, or poster/menu box: |
| <input type="checkbox"/> Photos of storefront or commercial entrance locations of proposed new signs | — Height and depth of lettering and logo |
| <input type="checkbox"/> Storefront or building elevation or side elevation: | — Installation method |
| — Height of installation above sidewalk | <input type="checkbox"/> Details of the proposed integrated light fixtures, if any |
| <input type="checkbox"/> Sign elevation for each proposed signage type: | <input type="checkbox"/> Material specifications |
| — Height and width of sign, plaque, or poster/menu box | <input type="checkbox"/> Color samples |
| | <i>If LPC requires additional materials after your application is reviewed, you will receive a Materials Checklist from LPC staff.</i> |



An example of a sign panel installed at plain masonry for a below-grade commercial space.



Plaque signage marks the entrance to a building.

Installing Plaques

Staff can issue permits approving the installation of plaques if they meet the following criteria:

On the entrances of institutional buildings or professional services and offices, commercial establishments and retail, and at residential buildings to identify building management companies.

Composed of metal, glass, wood, or stone and installed at plain masonry, metal, or wood, but not cast iron.

Lettering can be applied, painted or dimensional. The overall thickness of the plaque, inclusive of lettering can be up to 1.5 inches.

Plaques must be in a square or rectangular configuration and cannot exceed the following dimensions:

For small residential or commercial buildings that are six stories or less in height with a street frontage of 40 feet or less: 288 square inches

For larger buildings: 432 square inches

In an areaway of a free-standing house, row house or small residential or commercial building, plaque signage may be **mounted on a free-standing metal pole** with a dark finish up to six feet tall, installed through non-historic paving within an areaway. There can be no more than three plaques total on the pole and each plaque is limited to 6 × 18 inches.

Installing Poster Boxes

Staff can issue permits approving the installation of poster boxes if they meet the following criteria:

Installed at buildings that traditionally used poster boxes, including religious institutions, community centers, libraries, museums, and clubs.

Must be installed in areas of plain masonry, wood, or metal, but not cast iron. Must have a metal or wood frame with clear glass.

Lighting must be inside the box with concealed wiring.

Any digital display or TV screen proposed inside a poster box will require a public hearing.



An example of a poster box at an institutional building.

Installing Menu Boxes

Staff can issue permits approving the installation of menu boxes if they meet the following criteria:

At or near a storefront entrance, installed on plain masonry, wood, or metal, but not cast iron.

With a metal or wood frame and clear glass, and no larger than 28 × 30 inches.

Lighting must be inside the box with concealed wiring.



A menu box installed at areas of plain masonry at a corner storefront.

Installing Flags

A new fabric flag with signage can be hung on an existing flagpole armature without a permit, provided that the flagpole was approved by the Commission or present at the time of designation. The new flag has to be the same size or smaller than the pre-existing or approved flag. Staff cannot approve a new flagpole unless one existed historically. Staff may suggest alternatives — or the proposal may be presented to the full Commission for review at a public hearing. Flags with signage must comply with zoning requirements as well.

Installing Painted Wall Signs

Staff can issue permits approving the installation of a painted wall sign on a secondary building facade if it meets the following criteria:

There is **historic precedent** for painted wall signs in the historic district or on the individual building.

Location

There is **no other painted wall sign on the building or within 100 feet** of the proposed location. This does not include painted signage in the storefront signband.

The sign is **located on a secondary facade that is plain brick or stucco**.

The sign **will not cover any window openings**, except bricked-in window openings.

The sign will be **set back from the primary facade** a minimum of 3 feet and will be at least 2 feet from significant architectural features, such as cornices, window openings, lintels and sills.

Size

The sign and border will **occupy no more than 20% of the visible wall area**.

Design

The sign will have a **black or white solid painted border**, at least 2 inches wide, around the sign, which contrasts with the background color of the sign.

The sign will be **rectilinear in shape**.

The **vendor tag can be located within the sign or immediately below the sign**, justified to the side or corner closest to the street, and no larger than 24 inches by 36 inches.

Initial permits for painted wall signs will be in the form of a master plan valid for 10 years, or less as requested. The applicant or owner should obtain an approval for each specific sign painted on the building. After the ten-year term has expired, the owner must reapply for a new master plan.



A painted wall sign installed on plain brick at a building's side wall.

Section C

Technical Guidance and Resources

→ In This Section:

[Glossary](#)

[Master Plans](#)

This section provides additional guidance and resources to help you understand LPC's rules and criteria — and submit the correct materials with your permit application.

Glossary

Armature

is a metal structural support for a rigid projecting sign. The armature may support the bracket sign by means of one or two projecting arms.

Banner Sign

is a sign made of a non-rigid material without framework, aside from an armature or tie-back, installed perpendicular to the building facade, and featuring graphics or lettering that are painted, screen- or digitally printed and advertise the name or logo of the establishment.

Bracket Sign (or Blade Sign)

is a rigid outdoor sign installed perpendicular to a building facade and attached to an armature, consisting of the (two) display faces and all letters, words, numerals, illustrations, and logos associated with the establishment that are applied to the faces. In addition, a bracket sign may consist solely of an outline of a shape and/or letters intended to act as a symbol or sign for the establishment.

Cornice

is a projecting architectural molding that tops the elements to which it is attached, used especially for a roof or the crowning member of an entablature (the lintel and its architectural components), located directly above the frieze or flat portion of the entablature.

Channel-Mounted Sign

is a sign made up of dimensional letters attached to a metal channel or bar that spans in front of the transom window, mounted directly to the storefront framing or the returns of the piers of the storefront surround.

Cove Lighting

is a form of indirect lighting built into projecting coves or trays at the top or bottom of sign panels or installed on existing ledges, recesses, or the cornice or entablature above the storefront. Illumination can be directed upwards or downwards on the sign.

Dimensional Letters

are three-dimensional letters (solid or with an open back) that can be applied to sign panels, sign bands, sign channels, glazing, or bracket signs.

Display Window

is the large glazed portion of the storefront infill, and the associated framing, above the bulkhead and below the transom, extending pier to pier. The display window is typically used for the display of goods and to provide daylight and visibility into the commercial space.

Flag

is a piece of fabric with graphics or lettering designed to be flown from a support mounted perpendicular to the building facade. A flag is a sign for purposes of this section if it is used to announce an establishment in the building. Flags may not be used for third-party or accessory business advertising.

Flat Panel Sign

is a sign made up of digital print, die-cut vinyl, or dimensional letters attached to a wood or metal substrate (the panel) that can be mounted directly to the building above a storefront.

Gooseneck Light Fixture

is a type of projecting light fixture that is curved like the neck of a goose, with a lamp shade shielding the light bulb and directing the illumination downward toward the sign.

Halo Illumination

is a type of indirect illumination where the source is placed behind the face of the letters to create a glow effect onto the wall or backing panel that the sign is mounted to.

Lintel

is the horizontal member or element above a door, window, or storefront opening.

Pier

is an exterior vertical member(s) or element(s) (usually of brick, stone, or metal), placed at intervals along a wall, which typically separates storefront openings within a single building or defines a single storefront opening.

Pin-Mounted Sign

is a sign mounted directly on the signband of a building wall as individual letters, numbers, or symbols without a background. Individual letters, numbers, or symbols can also be pin-mounted to a sign panel.

Sign

is a fixture or area containing lettering or graphics used to advertise a store, goods, or services.

Signband

is the flat, horizontal area on the facade, usually located immediately above the storefront and below the second story window sill where signs were historically attached. Signbands can also be found immediately above the storefront display window but below the masonry opening's lintel. A signband shall not include the flat portion of a cornice that is less than 12 inches in height. A signband may exist above a second story storefront.

Storefront

is the first or second story area of the facade that provides access or natural illumination into a space used for retail or other commercial purposes.

Storefront Infill

is the framing, glazing, and cladding contained within a storefront opening in the facade, including display windows, bulkheads, entranceways, etc.

Storefront Opening

is the area of the facade between the piers and lintel that contains storefront infill.

Transom

is a glazed area above a display window or door that is separated from the display window or door by a horizontal framing.

Visible Wall Area

is the area of a secondary facade where it is most visible from the street within two blocks of the building. The visible wall area includes coplanar wall surfaces that are visually contiguous at the secondary facade, including parapets and additions on the building.

Master Plans

Master plans, which generally do not have an expiration date, allow you to perform repetitive signage work over time as finances and vacancies permit (See Section 2-02 of the LPC Rules). Master plans are more efficient because once approved, applications can be processed more quickly.

Master plans can be approved at the staff level or by the Commission, depending on whether the work meets the LPC Rules.

Once a master plan is established, you can move forward with work covered by the master plan by submitting a completed application to the Commission, describing the scope of work and stating that it conforms to master plan drawings and other documents.

Staff reviews the application and will issue the applicable permit.