

# ABERDEEN™

DOWNTOWN ASSOCIATION

## Window Sign

May cover up to 25% of available window area

Does not require a permit



## Blade Sign:

16 S.F. Max

Bottom edge of sign between 8' and 20' above sidewalk

Sign may not be more than 12" from the wall, and extend no more than 60"



## Wall Sign

Must include a multidimensional element (i.e. decorative framing, raised lettering, etc.) that protrudes at least 1 inch



## Temporary Window Art

May cover up to 50% of available window area

No commercial advertising

Must be removed one week after promoted event



## Under Canopy Sign

One 6"x36" sign may be attached to the bottom of a canopy at each principal entrance

Minimum 8' above sidewalk

1' from outer edge of canopy



**WALL SIGN**

**WALL SIGN**

**BLADE SIGN**

**WINDOW SIGNAGE**

**WINDOW SIGNAGE**

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**WINDOW SIGNAGE**

**TEMPORARY WINDOW ART**

\*One 4'x4' sign will be permitted per each alley entrance to be used as a directory. A sign permit is required for each ally sign, but it will not be included in total square footage requirements.

## General provisions applicable to entire district.

- (1) Signs must be directly attached to the building and will be permitted only on main street frontages, side street frontages, and alley entrances.
- (2) No sign shall be located above the roofline of any building within the district.
- (3) The allowance set forth in subsection 60-341(e)(1) shall not apply to the Aberdeen Commercial Historic District as no sign in the district shall be internally illuminated.
- (4) No sign shall include changeable copy.
- (5) Signs shall not include electronic components, such as message boards, video and graphic displays, or any electrically driven mechanical movement.
- (6) Signs shall not have wind-blown moving components, such as pennants, ribbons, streamers, spinners, flags, banners or strings of light bulbs.
- (7) No sign shall swing or otherwise noticeably move as a result of wind pressure.
- (8) Building names or designations are also permitted on the building provided they are part of the architecture of the building facade: ex. McQuillen Block, Capital Building, VanSlyke Block.
- (9) Total signage, not including alley signage and under canopy signage, may equal 20 percent of the building face area or 100 square feet, whichever is greater.
- (10) Off-premises signs as defined by section 60-341 are prohibited within the Aberdeen Commercial District.
- (11) All signs must adhere to the regulations set forth in section 60-341.

