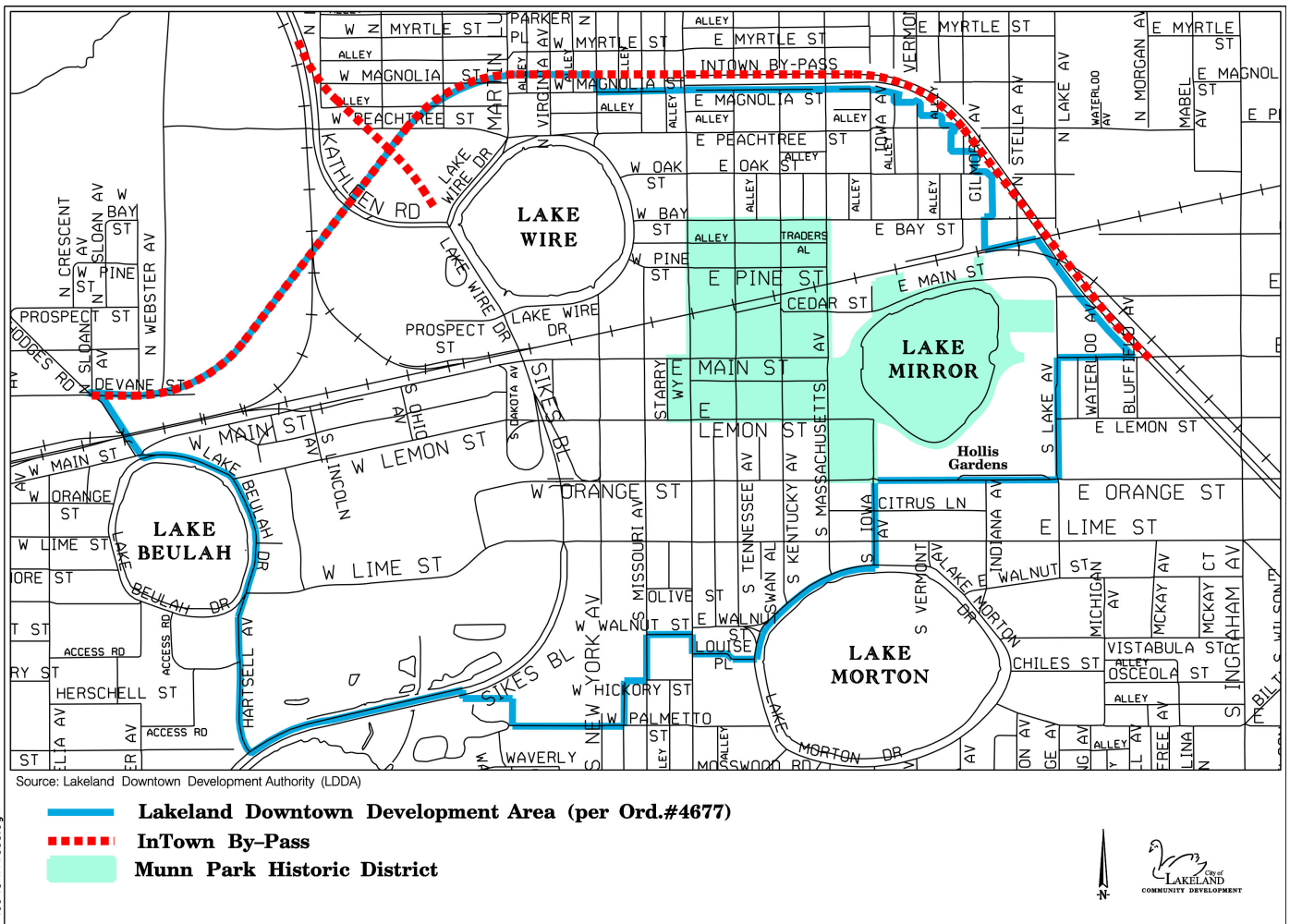


# Lakeland Downtown Development Authority (LDDA) Signage Design Guidelines

Signage within the LDDA district must be reviewed by LDDA staff or Board of Directors for approval. All signs must first meet the criteria of the City of Lakeland’s sign regulations found in the Land Development Code. Then, the LDDA design guidelines are applicable.

Signs compliant with the LDDA design guidelines can be quickly approved administratively by LDDA staff. Special requests for variances must be reviewed and approved by the LDDA Board of Directors who meet once per month of the third Thursday of the month at 8am at city hall.

Please refer to the map below to understand the LDDA district boundaries. Notice the Munn Park Historic District that falls within the LDDA district. Signage within the Munn Park Historic District is subject to review by the Historic Preservation (HPB) staff and board. Please contact Emily Foster at 863.834.6011 if your business is within the Munn Park Historic District.



## Signs: General

### Intent

- Provide clear identification of buildings and each use by right with signage that is unobtrusive to the surrounding uses.
- Add visual interest to the architecture.
- Provide wayfinding for the site, for both vehicles and pedestrians.
- Provide a gateway into the Development.

### Design standards

- All signage on the Site shall comply with the signage standards applicable in a property's zoning district. These (LDDA) signage standards and guidelines supplement the zoning standards and shall apply to all signage on the Site as well.
- Signs shall be compatible with and an enhancement of the surrounding neighborhoods at the abutting edges.
- Signs shall be compatible with and an enhancement of the Site and its architecture in terms of scale, proportion, color, material and lighting levels.
- Signs shall be expressive of the business or activity for which they are displayed.
- Signs shall be compatible with the architectural character of the building on which they are placed in terms of scale, proportion, color, material and lighting levels.
- Signs shall be constructed of high quality, durable materials.
- Signs shall be creative in the use of two and three-dimensional forms.
- Signs shall employ outstanding graphic design and lighting design in the use of materials, color, typography and iconographic form.
- Sign lighting shall be directed so that it does not illuminate adjacent buildings.
- Use of company logos, themes, and colors shall be incorporated into the architectural design and be consistent with these Standards and Guidelines.
- Signage and lighting are inherent design elements and shall be integrated into the architecture.

### Design Guidelines

- Signage should be limited to one (1) wall sign per business unless the building site faces 2 or more city streets.
- Signs should not be obtrusive to the surrounding uses.
- Signs should be part of a hierarchical system or family of signs that are designed to be scaled and proportional to their function and location.
- Indirect and external light sources should be the preferred option where lighting is required.
- Signs should be organized on buildings to not visually clutter the streetscape.

## Signage Location

### Intent statements

- Identify the location and entrance of a business.
- Promote the service or merchandise within.
- Attract and inform customers.

### Design Standards

- Signs shall be positioned so as not to obscure architectural details but instead shall be integrated into the building design.
- Signage locations shall consider the location of street trees and other elements within the street right-of-way.

### Design Guidelines

Buildings should be designed to provide appropriate locations for signs. The signs should be an integral and yet noticeable part of the building.

- Signs should not overlap or conceal architecture.
- Signs should indicate building entries and entries to parking facilities.
- A single primary tenant, or the building name, should be allowed on an individual wall sign located above the ground floor on one face of the structure. This signage should be sensitively integrated into, and located upon, the primary facade to provide identity to a building.
- Tenant signage should typically be located only on the ground floor of the building adjacent to the tenant location or within a Joint Identification Sign.
- Tenant signage above the ground floor is discouraged unless integrated into the architecture of the building (excluding window signs and awnings).

## Signage materials Quality & Design

### Intent statements

- Encourage signs that fit the character of the Site and that do not detract from or overpower the architecture.
- Limit the proliferation of signs on buildings so as not to detract from the appearance of a well-designed building.
- Encourage regular maintenance.
- Ensure signs and their materials remain structurally and electronically in "like new" appearance. Utilize buildings as signage.

### Design standards

- Sign colors, materials, sizes, shapes and lighting shall be used to complement the other elements of the facade design.
- Structure, materials, detailing and power sources shall be designed with consideration of signage installation requirements and shall be readily adaptable and repairable as tenants' sign needs change.
- Signs on commercial buildings shall fit within existing features of the building's facade.
- Plastic box signs (illuminated or non-illuminated) shall not be allowed.
- Flat vinyl lettering signs shall not be allowed.

## **Design Guidelines**

- Signs should creatively use 2- and 3-dimensional form, profile and iconographic representation (i.e. lighting, typography, color and materials) in expressing the character of the use, identity of the development, character of the overall Site, and architecture of the building.
- Signs should be designed to help establish the building's character by using cohesive, easily understood graphic themes, which complement the overall building design.
- Sign character that is expressive of the individual proprietor and overall Site identity is encouraged.
- Distinctive materials that exhibit craftsmanship and which contribute to individual business' identity should be used.
- Materials should be well suited for the outdoor environment.
- Simple, straight forward shapes that communicate clearly should be used. Signs as symbols are encouraged because they are easily read and add to the vitality of a storefront.
- Sign materials should be high quality, durable and easy to maintain.
- Material selection and detailing in retail storefront areas should accommodate installation of signage types appropriate to the context.
- Letter styles of signs should be legible. Simple, well-proportioned typefaces are preferred.
- Signage elements should be recognizable as part of the Site without being overwhelming or over-themed.
- Signs should get maximum impact and value and should be designed to work together and support each other

## **Signage Lighting**

### **Intent statements**

- Provide adequate lighting of signs for legibility and orientation
- Encourage lighting that enhances the character of the Site.
- Encourage minimal energy consumption.

### **Design standards**

- Moving lighting on signs is prohibited.
- Orientation of any illuminated sign or light source shall be directed or shielded to reduce light trespass and glare.
- Indirect back lit (halo) and external lighting sources shall be the preferred lighting option where lighting is desired.
- Locations for illuminated signage shall be oriented to the public right-of-way or private streets and shall avoid facing residential uses and publicly accessible open spaces or plazas wherever possible

### **Design guidelines**

- Illumination external to the sign surface with lighting directed at the sign is preferred over internally lit signs.
- Light levels should not overpower other signs on the street or the same facade.
- Halo illumination is encouraged.
- Illuminated signs should have tops to prevent light from escaping upwards. Power sources, raceways and conduit should be concealed to minimize their visual impact.
- Lighting sources for signage should be consistent with building lighting.