

Proposed Master Sign Plan Regulations for 111 Church Street NW

- Total Sign Area: All signs affixed to 111 Church Street NW, both wall-mounted and hanging, shall total 252 sq. ft. or less.
- Maximum Signage: Each tenant may install two signs, wall-mounted or hanging, subject to the restrictions of the Master Sign Plan and the Church Street Vision Incentive Overlay (Zoning Ordinance Section 18-236.4.N).
- Location:
 - Wall-mounted signs may appear in any of the areas indicated in blue on the Master Sign Plan.
 - Hanging signs may be mounted in any of the areas indicated in yellow on the Master Sign Plan, but no more than one hanging sign shall be installed on any column or other yellow area.
- Size:
 - Wall-mounted signs: Letters and other characters shall be a maximum of 24"H.
 - Hanging signs: Signs shall be a maximum of 24"H x 36"W.
- Installation:
 - Wall-mounted signs: Letters shall be placed on full or partial backer boards or applied directly to the building.
 - Hanging signs: Signs shall be hung either parallel or perpendicular to the building.
- Color:
 - Wall-mounted signs: Letters and other characters shall be a maximum of two colors (dark red, dark blue, medium blue, dark green, black, white, copper, silver, brass, or gold) and must contrast backer board, if any. Backer boards shall be painted to match existing building surface or any contrasting color from the colors mentioned above. Only genuine metallic leaf products in gold or silver and Palladium leaf (a.k.a. Dutch Metal) may be used.
 - Hanging signs: Sign type and graphics shall be a maximum of two colors (dark red, dark blue, medium blue, dark green, black, white, copper, silver, brass, or gold) and must contrast background. Backgrounds shall match existing building surface or any contrasting color from the colors mentioned above. Sign brackets shall be black. Only genuine metallic leaf products in gold or silver and Palladium leaf (a.k.a. Dutch Metal) may be used.

All other Design Guidelines for Signs outlined in the Church Street Vision Incentive Overlay (Zoning Ordinance Section 18-236.4.N) apply. In the event that any guidance in Section 18-236.4.N conflicts with the Master Sign Plan for 111 Church Street, the Master Sign Plan takes precedence.