



## What type of Outdoor Signs are You **LEGALLY** allowed to have? And what are the **SIZE** restrictions?

Violating local sign codes can result in fines up to \$500 *per day!* Outdoor signs must follow local County & City Sign Ordinances.

The information directly below outlines the sign permitting process required for new, outdoor sign installations.

### The legal requirements of outdoor signage.

- ❖ Local sign ordinances have become increasingly restrictive on the size and type of outdoor signs allowed.
- ❖ The Building, Zoning or Planning Department in your municipality, can provide a copy of the sign ordinances.
- ❖ The person in the department who is **most** familiar with the sign ordinances, should be able to determine the total **SIZE** allowed.
- ❖ Window lettering applied to the **outside** of storefront glass windows, may also be classified as Outdoor Signage.
- ❖ Once the size limitations are known, the next step is to determine the **EXACT TYPE** of sign allowed outdoors, at the location.
- ❖ The type of outdoor signage allowed by the municipality is often decided in collaboration with property owners, well in advance.
- ❖ A structural Engineer's stamp certifying the wind load capacity of an outdoor sign installation, may be required for the project.
- ❖ Getting final approval for the sign permit goes hand-in-hand with getting written permission from the Landlord.
- ❖ Applying for a sign permit is easy. It just takes time to gather and provide all of the detailed information that's required.
- ❖ The sign permit application can usually be accessed online. Provide the information required on the form for permit approval.
- ❖ Your Client can definitely save money by doing all of this upfront work themselves. Or, you can provide this service for them, for a fee. Typical fees for service range from \$250 - \$500, plus costs. Costs include any and all fees required for permit acquisition.



### Landlord Approval

When certain terms like "Signage Criteria" are included in a lease, the **TYPE** of signs allowed, and **NOT ALLOWED**, are usually described in detail.

The unfamiliar terms and types of signs described in a lease, can definitely be confusing. Calls to the landlord or leasing agent will provide additional information or clarification, as needed.

### Permitting offices usually require a written letter from the landlord approving:

- ❖ The final design & colors.
- ❖ Size and overall dimensions.
- ❖ Placement of wall mounted signs, shown on building.
- ❖ Type of sign with specifications shown in a diagram.
- ❖ And finally, mounting details showing the hardware and installation method.

### PREMIUM OUTLETS TENANT SIGNAGE CRITERIA



*the Sign Chef*

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