

4.9 Signs

4.9.1 Overview

This section establishes the standards for on-site signs. The term “recommended” denotes a guideline and is only advisory.

4.9.2 Applicability

Each new sign, new building, or façade renovation is required to be designed in compliance with the standards and guidelines of this section. Each building may apply the allowed signage in compliance with the standards per type, as allowed in Table 4.24. Only signs allowed in this section may be permitted in the Lancaster Health District. Allowed sign types may be combined unless stated otherwise.

4.9.3 Design Guidelines for All Signs

The following design guidelines may be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria is recommended before issuance of a building permit.

1. In general, the sign should:
 - Be on the building entrance façade
 - Not obscure architectural elements or passageways
 - Take up less than 10% of the façade surface area
 - Storefront signs should be placed between the first and second floors.
2. Colors in the sign should:
 - Be harmonious; not have distracting colors
3. Construction of the sign should:
 - Be of permanent, high-quality material
 - Be permanently attached to the building
 - Be designed by a professional such as an architect, building designer, interior designer, etc.
4. Materials and Structure of the sign should:
 - Match the building style
 - Not have reflective material (except minimally in window signs)
 - Be durable to weathering
 - Have proportional supporting members
 - Have individual letters incorporated into the façade

5. Sign Copy (Messaging) should:
 - Relate only to the name or nature of the business
 - Be brief, concise, and legible
 - Occupy less than 40% of the background area
6. Sign Lighting should:
 - Minimize glare
 - Not blink, flash, flutter or change light intensity or color
 - Not create a hazard for pedestrians or drivers
 - Have hardwired fluorescent light sources or similar efficient lighting
7. Directory Signs should:
 - Be located in the lobby or central court of a building complex
 - Be externally illuminated
8. Sign Maintenance should:
 - Be in good repair and functioning at all times
 - Have repairs that are of equal or better quality than the original
 - Have all appendages removed when sign is removed

Table 4.24
Allowed Sign Types

Type	District Zones			Set Reference for Guidelines
	DC	DG	DE	
Wall	P	P	N/A	Figure 4.9.4A
Window	P	P	P	Figure 4.9.4B
Front Yard	N/A	P	P	Figure 4.9.4C
Projecting	P	P	P	Figure 4.9.4D
Sidewalk	P	N/A	N/A	Subject to Director's Review
Roof	P ²	N/A	N/A	Subject to Director's Review
Mural	P	N/A	N/A	Subject to Director's Review
Theater Marquee	P	P	N/A	Subject to Director's Review
Notes:				
P = allowed subject to applicable requirements				
N/A = not allowed				
1. Subject to the City of Lancaster's processing requirements.				
2. Only for buildings at least 5 stories tall				

Wall Sign

A wall sign is a painted wall or reverse-channel sign applied directly to the façade, typically above the storefront or more creatively as approved by the City. This type consists of either a single externally illuminated panel or individual letters and/or logo. This type of sign is intended for viewing from across the street

Table 4.25
Wall Sign Standards

Standards	Min	Max
Height	10"	24"
Width (as % of façade width)	--	60%
Clearance from openings	24"	--
Additional Requirements <ul style="list-style-type: none">• Up to one wall sign may be approved per business per street-facing façade. In multi-tenant buildings, only the businesses with frontage on the sidewalk may have a wall sign.• Wall signs shall be located above the storefront and at least 12 inches from any eave, edge of building or top of parapet. On multi-story buildings, wall signs should be located either above the storefront or above the openings on the uppermost story.• Sign thickness (as measured from the wall) shall not exceed four inches.• Internal illumination is prohibited.• Lettering on background panel may be up to 18 inches tall. If a background panel is not included, letter height may be up to 24 inches tall.		

Window Sign

A window sign is a sign painted or applied directly to the storefront windows and/or doors. This type typically consists of individual letters and a logo with allowances for some background. Window signs also include posters for advertisements and sales, product merchandise posters, open/closed signs, and painted or etched business names and logos.

Table 4.26
Window Sign Standards

Standards	Min	Max
Height (% of window/door height)	--	50%
Width (% of window/door width)	--	50%
Area (% of window/door area)	--	50%
Additional Requirements <ul style="list-style-type: none"> • One window sign is allowed per storefront. • Window signs may not occupy more than 25% of a window. • Permanent window signs shall be individually painted, etched, or otherwise applied letters or logo graphics surrounded by clear glass. • Exposed neon signs are subject to Director approval. 		



Window Sign



Reflective material is only appropriate in window signs and should be minimally used.

Front Yard Sign

A front yard sign is intended for businesses in buildings that are set back from the public right of way. The target viewer is the passing pedestrian or bicyclist. They may be freestanding or integrated into the design of a fence or dooryard wall.

Table 4.27
Front Yard Sign Standards

Standards	Min	Max
Sign Width	--	30"
Sign Height	--	30"
Overall Height	--	5'
Vertical Clearance from Sidewalk	2'	--

Additional Requirements

- Signs shall not encroach into the public right-of-way.
- Signs must be oriented toward side property lines.
- Signs shall be of painted wood or other high quality and durable material.
- Exterior illumination is permitted, provided that it is from a single bulb, shielded, and warm in tone.



Front yard sign for a house converted to an inn.

Projecting Sign

A projecting sign is a double-sided sign oriented perpendicularly from the building façade and attached either by a mounted wall brace or from the ceiling of a balcony or arcade. Projecting signs typically project over a public right-of-way such as a sidewalk or public open space and are intended for viewing by approaching pedestrians.

Table 4.28
Projecting Sign Standards

Standards	Min	Max
Sign Width	--	30"
Sign Height	--	30"
Overall Height	--	5'
Vertical Clearance from Sidewalk	2'	--
Additional Requirements <ul style="list-style-type: none">• One projecting sign is allowed for every storefront entrance adjacent to the sidewalk.• Signs should be mounted near storefront entrances.• An encroachment permit is required prior to installation of any sign extended into the public right-of-way.• Projecting signs that hang from the ceiling of a balcony or arcade should be centered within the balcony or arcade.• Projecting signs shall be externally illuminated by a light mounted on the façade or by neon tubing used to illuminate letters, symbols, and accent frames.• Projecting signs should not be placed under an awning or horizontally within five feet of an awning or another projecting sign.		