

// SUP SIGNAGE EXHIBIT //

Sign Unified Plan Requirements
The City of Mansfield, Texas

1. SIGNAGE DESIGN STANDARDS

The following are sign standards established for the apartment project located in the “The Reserve” Central Sub-District. Signs must be of high quality of design and materials, carefully designed for their positive aesthetic streetscape appearance, and must not detract from their environment. Representative signs include blade signs, wall signs, canopy, and building identification signs.

1.1: Maximum Signage Allowances:

The apartment community in “The Reserve” Central Sub-District shall be allowed a signage combination of three (3) of the following sign types per facade elevation.

1. Canopy Sign
2. Wall Sign
3. Vertical Projection Sign
4. Small Blade Sign**
5. Window Sign**
6. Temporary Banner Sign**

* Sign types as mentioned in this submittal may be located in alternative locations.

** Additional sign types as allowed in the design standards for “The Reserve” Central Sub-District Signage Guidelines, shall be applicable to Heritage Parkway Apartments.

1.2: Allowable Sign Types

1. Canopy Signs

A Canopy Sign is a sign that is applied to, attached to or painted on an architectural canopy, which is intended for protection from the weather or as an architectural embellishment and projects from a wall over a door or window. The sign may not be greater in size than twenty-five (25) square feet.

- Individual letters or graphics may be internally illuminated and glow either with a halo-illumination effect or glow through their front faces. The use of neon is permitted. Exposed conduits, raceways or transformers are prohibited.



1.2: Allowable Sign Types

2. Wall Signs

A Wall Sign is painted on or erected parallel to the face of a building. Wall signs may not extend more than twelve (12) inches from the face of the building and may not extend above the roofline.

- A Wall Sign may have internally illuminated or non-illuminated lettering and graphics applied to the face of the panel attached to the wall.
- A Wall Sign may include neon tubing attached directly to a wall surface when forming a border for the subject matter, or when forming letters, logos or pictorial designs.
- Signage panel, lettering and graphics can be made of wood, sign foam that simulates wood or metal.
- Individual letters or graphics may be internally illuminated and glow with a halo-illumination effect or glow through their front faces. The use of neon is permitted. Exposed conduits, raceways or transformers are prohibited.
- All sign lighting must be shielded to prevent the light from shining directly into traffic, upper floor windows or pedestrians' eyes.
- The maximum size for a Wall Sign is seventy-five (75) square feet.



1.2: Allowable Sign Types

3. Vertical Projecting Signs

A Vertical Projecting Sign is a sign that is attached to and projecting out from a building face or wall more than twelve (12) inches, generally set at a right angle to the building.

- A Vertical Projecting Sign may overhang the sidewalk but must be located a minimum of three (3) feet from the back of curb. At least nine (9) feet of clearance must be provided between the bottom of the sign and the sidewalk.
- The support structure from which the projecting sign panel is suspended must be decorative in nature and made of metal. The supports must be engineered to withstand local wind loads.
- The sign panel, lettering and graphics must be made of synthetic wood or metal.
- Signage lighting must be affixed to the building or to the sign and be shielded to prevent the light from shining directly into traffic, upper floor windows or pedestrians' eyes.
- A vertical projecting sign's background panel may be internally illuminated and made out of acrylic, Plexiglas or similar sheeting. Individual letters or graphics may be internally illuminated and glow with either a halo-illumination effect, or glow through their front face. The use of neon is permitted. Exposed raceways, conduits and transformers are prohibited.
- Vertical Projecting Signs must be double-sided. The depth of the sign panel may not exceed thirty-six (36) inches. Maximum projection from building wall is forty-eight (48) inches.
- The size of a Vertical Projecting Sign cannot exceed one hundred and fifty (150) square feet in area. Only one face of the sign will be used to calculate size.



1.3: Allowable Sign Types - Site Plan

