

This booklet was developed by the Seguin Main Street Program and Historic Design Review Committee and is intended as general educational material. For the full text of the Seguin Historic District Sign Ordinance, (Article IIV, Sec. 82-166-171 of the City of Seguin Code), and a list of licensed sign contractors, please contact:

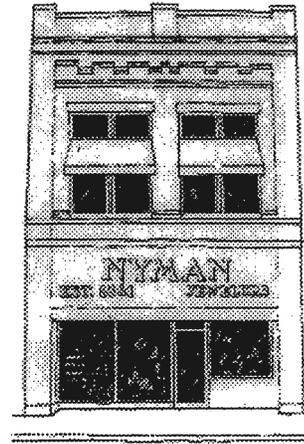
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Municipal Building Annex  
211 N. River Street  
Seguin, Texas 78155

Go to [www.seguintexas.gov](http://www.seguintexas.gov) and select Main Street or Code of Ordinances for the full copy of the Sign Ordinance

# SEGUIN HISTORIC DISTRICT DESIGN GUIDELINES



## Signage:

What's Allowed

Samples and Examples

How to Apply

## Signs Are Messages

Signs are important advertising features for Seguin's historic downtown. They tell us where businesses are located, what merchandise and services are available, and attract customers inside. Good signage creates a lively atmosphere and a strong identity for downtown businesses.

## Why Control Signs?

Seguin's sign ordinance is designed to protect the historical character of the downtown district. Uncontrolled signage creates a visual clutter that is counter-productive to developing a healthy downtown economy and can hide or detract from the architectural details of older buildings. Signs that are oversized, badly

located, poorly designed, or too numerous decrease the attractiveness of historic properties and make downtown a less pleasant destination for work, shopping and visiting.

Most of Seguin's commercial buildings were constructed between 1885 and 1925, so signs in the style of that period will contribute most to Seguin's historical charm.

### **Getting a Sign Permit**

You will need to apply for a sign permit for any permanent sign that is larger than 8 square feet. There is no charge for a Sign Permit in the Downtown Historic District. If you are changing or altering your signage, beyond normal upkeep and maintenance, you should get a permit and bring your new signs into current compliance.

Small and temporary signs, such as For Lease or Help Wanted, do not require permits. Holiday and promotional banners and signs, for Freedom Fiesta or a Grand Opening, do not require permits. Sidewalk sandwich signs, such a Big Sale Today must meet size restrictions but do not require permits.

- Pick up an Application for a Sign Permit from the Building Department on the second floor of Seguin's City Hall, 201 N. River Street, Seguin.
- Determine the proposed location, height, width, type

not approve your variance application, you may appeal in writing to the Zoning Board of Adjustments, which shall have the final say in the matter.

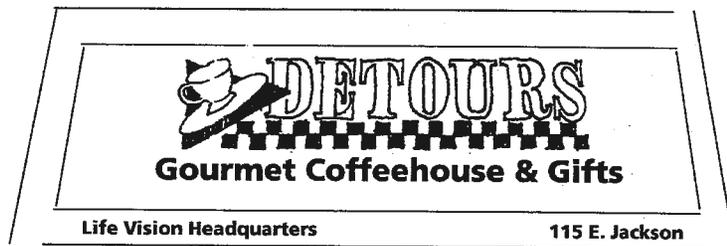
- Fluorescent colors
- Large lettering more than 12” high on windows
- Handmade or unprofessional signs
- Installation by an unlicensed person
- Unstable or hazardous signs
- Neglected or abandoned signs
- Coreplast signs or banners made into signs.

### **Maintenance and Removal**

Keep your signs in a good state of repair. The condition of your sign reflects on the quality of your business and the overall image of Seguin’s downtown. If a business closes, signs should be removed within 30 days. If, after 6 months, the sign remains, it will be considered abandoned and the business or property owner will be instructed to remove it. Seguin Building Department officials may inspect signs at any time.

### **Appeals and Variances**

When you apply for a sign permit in the Historic District the Historic Design Review Committee will review your application. If it is not approved, you may request a variance. If the Historic Design Review Committee does



of material, licensed installer, electrician (if needed), and approximate cost of your sign.

- Submit the application with two sets of the sign plans to the Building Department Permit Window on the second floor of City Hall.
- All signs must comply with location and size requirements as described in this booklet.
- All signs are reviewed for approval by the Historic Design Review Committee, which meets monthly, or as needed, but within 30-days of the date of the permit application.
- To avoid delays, contact the Main Street Program Director with your sign plans prior to applying for a permit.

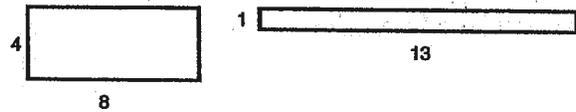
### **How Many Signs? How Big?**

Each building may have up to two signs per street front façade. If you also have a rear entrance you may have a third sign at the rear.

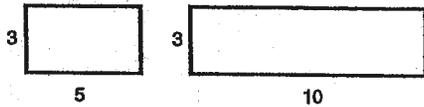
- Maximum allowable sign area per building façade is 45 square feet (sq. ft.)
- Maximum size for any individual sign is 45 square feet.
- Maximum allowable size of all signs per building façade is 2 sq. ft. of sign surface for each 50 sq. ft. of building façade, (but not to exceed the 45 sq. ft. rule).

Some examples of 45 sq. ft. of signage:

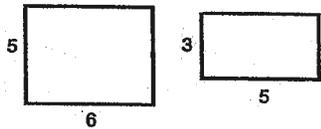
- One 4'x8' sign (32 sq. ft.) and one 1'x13' (13 sq. ft.),  
or



- One 3'x5' sign (15 sq. ft.) and one 3'x10' (30 sq. ft.),  
or



- One 5'x6' sign (30 sq. ft.) and one 3'x5' (15 sq. ft.)



- Window signs, sidewalk sandwich signs, and rear entrance signs are not included in the maximum signage totals. Please see size restrictions for these types of signs.

**Note:** Apply for the size and type of signage that you feel best meets your needs, even if it does not meet the criteria above. Variances can be applied for at no additional fee.

features of the building

- Requires a permit

### Suggested Design Hints

- Keep your sign simple. A short message has the most impact
- Use simple block lettering with serifs
- Contrast letters from their background
- Use historical colors
- Use materials that are compatible with the building; wood, glass and metal are preferred over plastic
- Individual 3-dimensional letters within a border mounted on a contrasting background would be most historically compatible
- Don't obscure upper story windows
- Restore and preserve original and historic signs

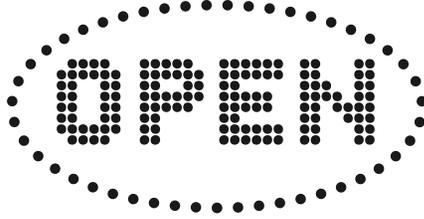
### What's NOT Allowed

- Obscuring significant architectural features
- Exterior neon signs
- Signs on the roof or parapet
- Signs with interior or flashing lights
- Signs unrelated to the business in the building
- Upright signs on canopies or awnings
- Signs on trash cans, planters, benches or other street amenities, (other than donor plaques)

- Display for up to 30 days
- Remove within 10 days after holiday or event
- Banners can be up to 30 sq. ft. in area
- Does not require permit

### Electronic Signs

- The components or sections of a Monument Sign shall not contain an Electronic Sign
- An on-premise Electronic Sign with a maximum display of six square feet and meeting all other criteria established in Section 82-110 may be installed as an inside window display.
- Off-premise Electronic Signs are not permitted.
- Electronic Signs shall only operate during the hours that the business is open to the public, but all other times shall be operable to denote the business is closed.



### Murals

- Should be visually appealing
- Cannot obscure significant architectural



## What's Allowed

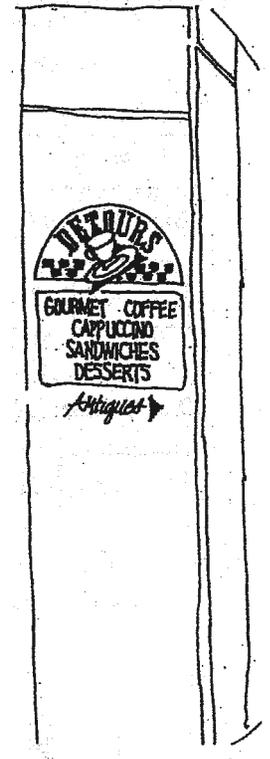
### Wall Signs

- Flush mounted or painted on the building façade
- Can be lit by constant floodlight or spot lights at night
- Good visibility for cars and pedestrians across the street



### Window Signs

- Painted or applied directly on the window glass
- Can cover up to 25% of the glass area
- Lettering may not be larger than 12" in height
- Good for attracting pedestrians
- In addition to allowable maximum signage area



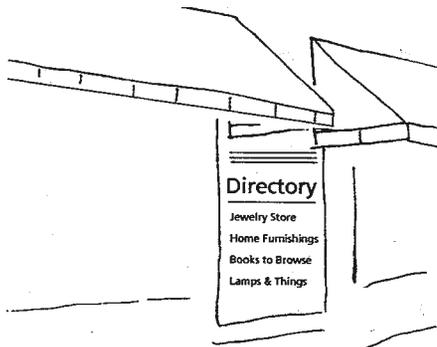
## Awning Signs

- Painted or applied flat on the canopy or awning surface
- Can use up to 70% of the lineal footage



## Perpendicular Signs

- Hangs above or beneath the canopy or awning
- Recommended for side streets
- Each side is counted toward the allowable maximum signage area

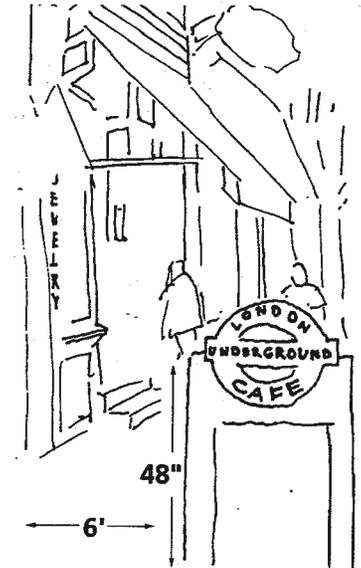


## Building Directories

- Good for professional building with multiple tenants

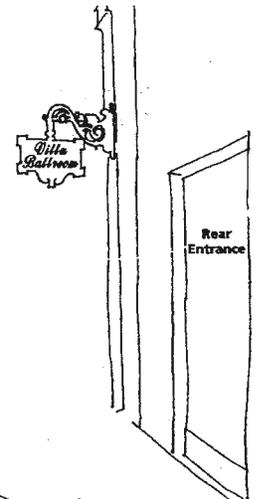
## Sidewalk Sandwich Signs

- Place on the sidewalk only during business hours
- May be up to 48" high
- Must maintain 6' sidewalk clearance for pedestrians
- Must be properly anchored or weighted against the wind
- In addition to allowable maximum signage
- Does not require permit



## Rear Entrance Signs

- Identifies the rear entrance of building
- In addition to allowable maximum signage



## Temporary Signs

- Can be banners, flags or signs painted on windows
- Related to a holiday, special event or promotion

