

Signage

Signage is defined as detached or building mounted presentation of a message which identifies a commercial tenant, development project, assists with wayfinding, or informs the reader.

Types:

- Site Signage: Site signage announcing the project and tenants located within the boundaries of the project. Monument signage with a larger height than width that is able to be seen from surrounding roadways, including Highway 114, is allowed. Business monument signage is allowed as provided in Ordinance 703, Section 12. Actual locations and design of site signage to be approved by the Town prior to erection of any sign.
- Street Signage: Signage identifying the streets throughout the development
- Tenant Signage: Individual retail tenant signage identifying the tenant, products and/or presenting a business logo.
 - Building Identification Signage: Buildings with single or multiple tenants.

Materials:

- Stone: Natural quarried stone or cast stone with carved lettering, numbering and/or logos. The carving may be back painted for additional contrast.
- Metal: Cut metal, dimensional individual letters, numbers or logos displaying hand crafted qualities. Acceptable materials are brass, bronze, copper, or ferrous metal. Acceptable material finishes include oil rubbed dark bronze, black iron, or a shop applied natural patina finish. Additional colors may be allowed on a case by case basis. Metal signage is allowed to be back- or halo-lit.
- Letters: Channel letters, pierced or laser cut metal displaying lettering, number or logos. Acceptable materials are brass, bronze, copper, or ferrous metal. Plastic is allowed upon review and approval of proposed design. Acceptable metal finishes include oil rubbed, dark bronze, black iron or a shop applied natural patina finish. Internally lit or back lit plastic channel letters may be allowed on a case by case basis. Colors and design to be approved by the Town or their designee.
- Painted Signage: Hand painted lettering, numbers and/or logos on building facades, or hand painted lettering, numbers and/or logos on wood, metal, or fired ceramic tile background material.
- Window and Awning Signage: Hand painting of letters, numbers and/ or logos on window or storefront glazing or awnings is encouraged.

Refer to the Town of Westlake Ordinance 703, Section 12 for further information on signage in PD1-2.

