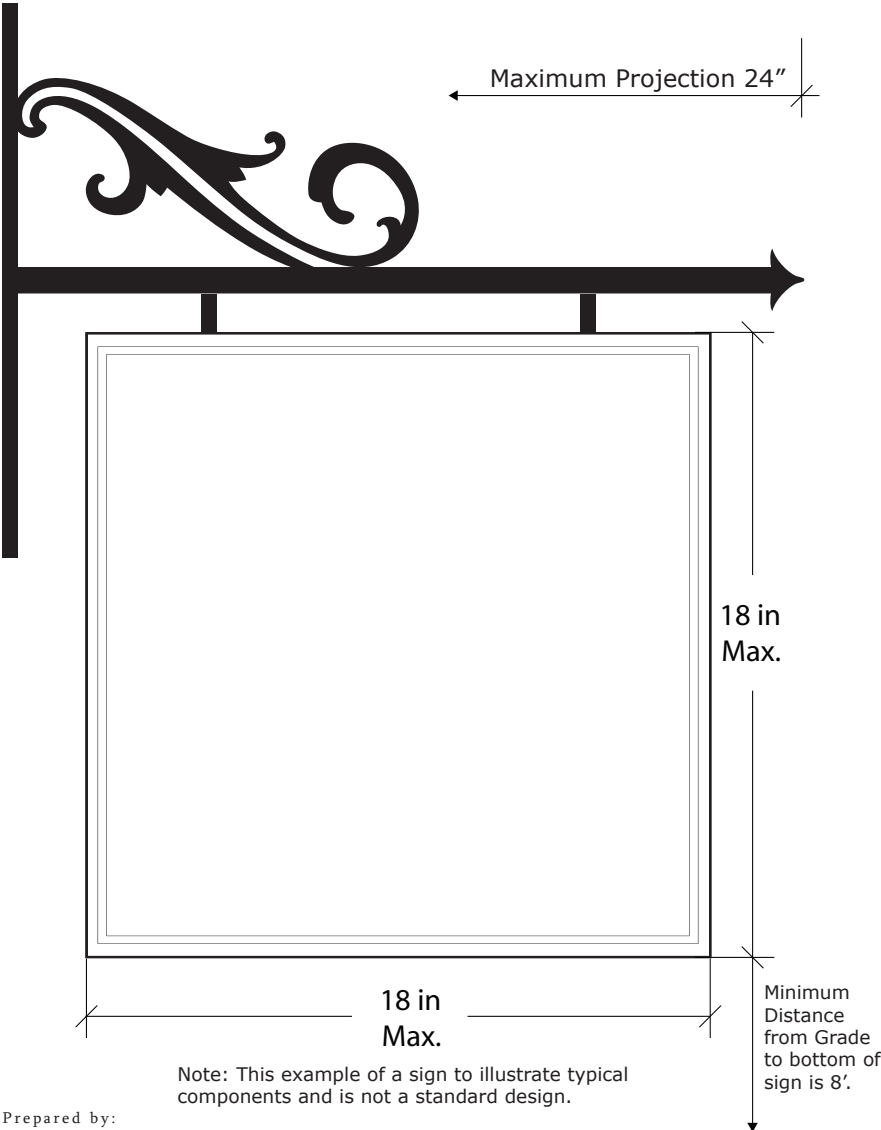


Purpose

The guidelines that are outlined in this document, apply to all signage installed for businesses in the Live/Work Homes in Baldwin Park. This guidelines allow creativity while still being respectful of the surrounding environment and complimenting the architecture and aesthetics of this Baldwin Park neighborhood.

Goals for implementing the guidelines:

- Promote a thriving businesses in the Live/Work homes
- Establish a signage standard that identify business in an attractive and functional manner
- Ensure that the signage compliments the architectural aesthetic
- Create business identification that is sensitive to the delicate balance of commercial and residential in these properties
- Ensure compatibility with City of Orlando Sign Code Requirements



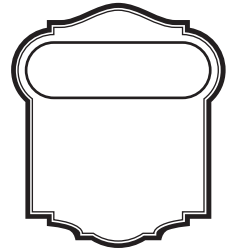
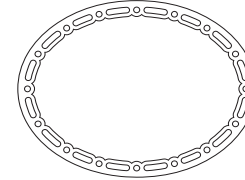
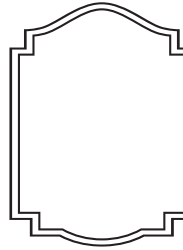
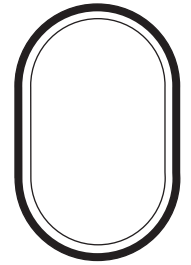
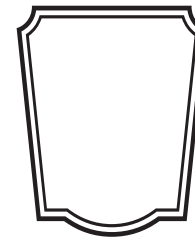
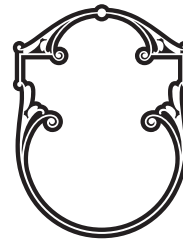
Note: This example of a sign to illustrate typical components and is not a standard design.

1. Signs shall be mounted with a wrought iron bracket that is capable of securing the sign's weight and the structural wind load requirements.
2. Creativity in various sign shapes is encouraged within the 18" x 18" size requirement. Examples of various sign shapes have been provided.
3. The headline text size must be no less than 1.5" in height. Up to three sub-headlines of information are optional and must have a minimum height of 1" cap high text.
4. Typography on the sign should be chosen for it's visual appeal, however legibility is of highest priority.
5. Signage shall be mounted to the fascia on the front elevation face perpendicular to the right-of-way, as shown on page 2. Sign shall be mounted to produce the least amount of damage to the architecture as possible.
6. Sign materials can be chosen to suit personal choice. Some suggested materials include: Iron, Bronze, Brass, Aluminum and Hardwoods.
7. Sign face must have a minimum 1/4" dimensional element either as a sign frame or applied typeface.
8. Each sign shall be unique in shape and brackets to the adjacent business.
9. Illuminated signs shall not be permitted.
10. Maximum allowable square footage for a double sided sign is 4.5 square feet.
11. Sign designs must be submitted as color, to scale drawings of proposed sign, location, materials and design. This information shall be delivered to Baldwin ParkTown Architect prior to request of City permit application.



For illustrative purposes only, not to scale.

Example Sign Shapes



Example Signs

