

## **SIGN APPLICATION REVIEW POLICIES**

1. Signs should not be approved which are not consistent with El Pueblo Viejo Design Guidelines.
2. Signs in EPV should be designed with high quality and historically authentic materials.
3. Signs should be placed and oriented primarily for entry identification purposes not as advertising frames or to gain attention.
4. Signs should not be placed in a manner whereby they are considered repetitive.
5. Illumination of signage should be considered carefully and not cause over-illumination of facades or exterior surface wall areas.
6. Applicants are not automatically entitled by right to the maximum signage areas as allowed by the Ordinance. Signage proposals should be consistent with other adjacent business and the immediate neighborhood.
7. Consistency in the treatment of all sign applications is important to foster fairness in sign reviews. Exceptions may only be made when specific findings are made to fully explain and justify why site conditions exist that merit different treatment.