

Jean Mollard, Vice President
Maricela Rangel, Board Member
Joe Fife, Board Member
Ly Sath, Board Member
Jodi Trout, Board Member
John Elliott, Board Member
April Shaner, Board Member



Cassey Edwards, Planning Tech/
Historic Preservation Officer
Mary Raum, Tourism Marketing Manager
Greg Laudadio, Interim Director

**NOTICE OF MEETING
MAIN STREET ADVISORY
BOARD**

**November 9, 2021
12:00 p.m.
Council Chambers
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/82211063262?pwd=TDlxL1o5MmRLTXduaHluU1Raa2lwQT09>

Meeting ID: 822 1106 3262

Passcode: 435388

One tap mobile

+13462487799,,82211063262#,,,,*435388# US

*Note: when you are joining a Zoom meeting by phone, you can use your phone's dial pad to enter the commands *6 for toggling mute/unmute and *9 to "raise your hand." [Learn more here.](#)*

Follow us live at: [facebook.com/palestinetx/](https://www.facebook.com/palestinetx/)

A. CALL TO ORDER

B. PROPOSED CHANGES OF AGENDA ITEMS

C. PUBLIC COMMENTS

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so during this section of the agenda. All comments must be no more than five minutes in length. Any comments regarding items, not on the posted agenda may not be discussed or responded to by the Board. Members of the public may join via Zoom or in person.

D. CONFLICT OF INTEREST DISCLOSURES

E. MAIN STREET MANAGER'S REPORT

1. Main Street Coordinator's Report

F. DISCUSSION AND ACTION ITEMS

1. Discuss and take action on the appointment of Main Street Advisory Board Chair for Fiscal Year 2021-2022.
2. Review and take action on sign applications from Zipp's Liquor.

G. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, November 5, 2021, at 3:00 p.m.**

A handwritten signature in blue ink that reads "April Jackson". The signature is written in a cursive style and is positioned above a horizontal line.

April Jackson, City Secretary

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT cmadmin@palestine-tx.org or 903-731-8415.



Agenda Date: 11/09/2021
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Main Street Department Overview/ Report
Date Submitted: 10/22/2021

SUMMARY:

Main Street Department Overview/ Report

RECOMMENDED ACTION:

Main Street Department Overview/ Report

CITY MANAGER APPROVAL:



Agenda Date: 11/09/2021
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Review and appoint 2021-22 Board Chair position
Date Submitted: 11/01/2021

SUMMARY:

Per the city requirements, we must elect a Board Chair for the 2021/22 fiscal year.

RECOMMENDED ACTION:

Review and appoint 2021-22 Board Chair position

CITY MANAGER APPROVAL:



Agenda Date: 11/09/2021
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Zipp's Liquor Main Street Sign Permit
Date Submitted: 10/22/2021

SUMMARY:

Review & consider the sign applications from Zipp's Liquor.

RECOMMENDED ACTION:

Review & consider the sign applications from Zipp's Liquor.

CITY MANAGER APPROVAL:

Attachments

Zipps Sign Application
Zipps Liquor Sign Rendering
Zipps Liquor Sign A Checklist
Zipps Liquor Sign B C Checklist



SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION			
Address of Sign:	315 W. Spring Street	Palestine, Texas	
Proposed Advertisement:	Zipps Liquor		
Sign Company Name:	Victory Signs and Imaging LLC		
Contact:	Murtaza Doctor		
Sign Company Address:	8615 Jackrabbit Rd, Ste R, Houston TX 77095		
Phone #:	832-873-5253	Email:	murtaza@victory-signs.com

TYPE OF SIGN							
<input type="checkbox"/>	Freestanding (Pole Sign)	<input checked="" type="checkbox"/>	Freestanding (Monument)	<input type="checkbox"/>	New Sign Face	<input type="checkbox"/>	Hanging Sign
<input type="checkbox"/>	Wall Sign	<input type="checkbox"/>	Canopy	<input type="checkbox"/>	Awning	<input type="checkbox"/>	Directory Sign
<input checked="" type="checkbox"/>	Signboard	<input type="checkbox"/>	Window Sign	<input type="checkbox"/>	Projecting Sign	<input type="checkbox"/>	Sidewalk Sign
<input type="checkbox"/>	Historic Sign	<input type="checkbox"/>	Spectacular Sign	<input type="checkbox"/>	Ghost Sign	<input type="checkbox"/>	Landmark Sign
<input type="checkbox"/>	Other (specify):						
Sign Dimensions: 10' x 5' - Monument (A) 18'-4" x 2'-8" - Sign Board (B) 26'-2" x 3'10" - Sign Board (C)							
Is the sign illuminated?		<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No		
**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.							
*New monument or ground signs require additional landscaping requirements.							
*The Main Street Manager reviews signage in the Main Street Overlay District.							

APPLICANT SIGNATURE	
I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.	
Owner or Agent's Signature	<i>MURTAZA</i>



SIGN PERMIT APPLICATION

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
 - The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
 - The dimensions and location of all electrical signs on the premises.

PERMIT FEES

1. Sign Permit, Non-Illuminated: \$25.00
2. Sign Permit, Illuminated: \$50.00

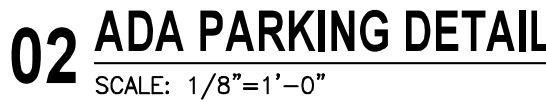
STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____



SITE PLAN NOTES:

- ① ALL WORK SHALL COMPLY WITH CODES, REGULATIONS AND ORDINANCES FOR THE STATES OF TEXAS AND ALL OTHER AUTHORITIES HAVING JURISDICTION AT THE SITE OF CONSTRUCTION.
- ② CONSTRUCTION OF ALL DRIVEWAYS IN STREET RIGHT OF WAY SHALL BE CONFORMANCE BY CITY OF PALESTINE.
- ③ CONTRACTOR SHALL OBTAIN AND PAY ALL FEES & PERMITS NECESSARY TO PERFORM ALL WORK WITHIN THE PROPERTY AND IN THE STREET RIGHT OF WAY.
- ④ SPECIAL CARE SHALL BE TAKEN ALONG THE ADJACENT PROPERTY LINES DURING NEW CONSTRUCTION.
- ⑤ THE CONTRACTOR SHALL PROVIDE & MAINTAIN ALL SIGNS, BARRICADES AND TRAFFIC CONTROL AS REQUIRED BY SAFETY TO ALL PEDESTRIANS, VEHICLES & SURROUNDING BUILDING UTILITIES DURING THE CONSTRUCTION.
- ⑥ "ELECTRIC PVC" CONDUIT PIPE FOR FUTURE USE OF ELECTRICAL SHALL BE MARKED AND STUBBED UP TO 4" BELOW FINISH GRADE AND CAPPED; ALL ELECTRICAL PVC SLEEVES SHALL HAVE PULL WIRES INSTALLED.
- ⑦ SIDEWALK SHALL BE MIN. 5" THICK WITH #3 @ 16" O.C.
- ⑧ REFER TO CIVIL, ELECTRICAL, PLUMBING DRAWINGS FOR ALL UTILITIES SERVICES TO AND ON THE SITE.
- ⑨ REFER TO CIVIL PLAN FOR NEW PAVING AND DETAILS.

LEGEND:

_____	PROPERTY LINE
_____	WALL LINE
_____	EASEMENT OR LOT DIVISION LINE
_____	MISC. IMPROVEMENTS
_____	COVERED CONCRETE
COVERED CONCRETE	OV. CONC.
U.E.	UTILITY EASEMENT
A.E.	AERIAL EASEMENT
B.L.	BUILDING LINE
H.C.C.F.	HARRIS COUNTY CLERK'S FILE
D.R.H.C.	DEED RECORDS OF HARRIS COUNTY
M.R.H.C.	MAP RECORDS OF HARRIS COUNTY
F.C.	FILM CODE
L.S.	LIGHT STANDARD
SB	STEEL BOX
EB	ELECTRIC BOX

PARKING ANALYSIS:

PARKING REQUIRED:

PROPOSED C-STORE: 3,590 SQ. FT. / 1000 x 4 = 15 PARKING REQUIRED

PARKING PROVIDED:

TOTAL PROVIDED = 15 PARKING SPACES
(INCLUDING 1 HANDICAP PARKING SPACES)

KEYED NOTES:

- ① 6" THICK CONCRETE PAVING. REFER TO CIVIL DWG.
- ② 8" THICK CONCRETE PAVING @ DUMPSTER AREA
- ③ 6" CONCRETE CURB. REFER TO DETAIL 01 & 06/A1.1
- ④ CONCRETE SIDEWALK REFER TO DETAIL 11 & 16/A1.1
- ⑤ CONCRETE WHEEL STOP. REFER TO DETAIL 02/A1.1
- ⑥ HANDICAP SIGN. REFER TO DETAIL 07/A1.1
- ⑦ HANDICAP SYMBOL. REFER TO DETAIL 08/A1.1
- ⑧ 4" WIDE STRIPES, PAINTED WHITE (TYP.)
- ⑨ DUMPSTER ENCLOSURE (SEE DETAIL - 05 & 10 A1.1)
- ⑩ DUMPSTER (BY OTHERS)
- ⑪ PARKING LIGHT POLE (TYP.). REF. TO STRUCT./ELECT.
- ⑫ PROJECT SIGN (BY OTHERS); SIGN COMPANY SHALL COMPLY WITH CODES, REGULATIONS, ORDINANCES AND EASEMENTS WITH THE CITY/COUNTY DEPT. BEFORE PERFORMING THE WORK
- ⑬ GREEN AREA. RE. LANDSCAPE PLAN.
- ⑭ EXISTING POWER POLE TO BE RELOCATED. CONTRACTOR TO COORDINATE WITH POWER COMPANY
- ⑮ EXISTING WATER METER/VAULT, WATER VALVE TO BE REMOVED COORDINATED WITH CITY BEFORE STARTING WORK



DOAN
ASSOCIATES

11700 Southwest Fwy, Ste. 205
Houston, TX 77031
T 281 564 2200
F 281 564 2700
doan@doanassociates.com
www.doanassociates.com

This Drawing is an instrument of service and is the sole property of Doan & Associates, any use of this drawing without written consent by Doan & Associates is prohibited.

The firm shall not have control or charge of and shall not be responsible for construction means, methods, deviations, techniques, sequences, or procedures, or for safety precautions and programs in connection with the work, for the acts or omissions of the contractor, subcontractors or any other persons performing any of the work, or failure of any of them to carry out the work in accordance with the contract documents. Always use dimensions as shown. Drawings are not to be scaled.

Drawing scales as indicated are for reference only and are not intended to accurately depict actual or designed conditions. Written dimensions shall govern.

DATE ISSUED	REMARKS
-------------	---------

ISSUED FOR BIDDING
NOT FOR CONSTRUCTION

STAMP

PROJECT NAME

Zipps Liquor #33

315 W. Spring Street
Palestine, Texas 75801

DRAWING TITLE

SITE PLAN

PROJECT # 20-064

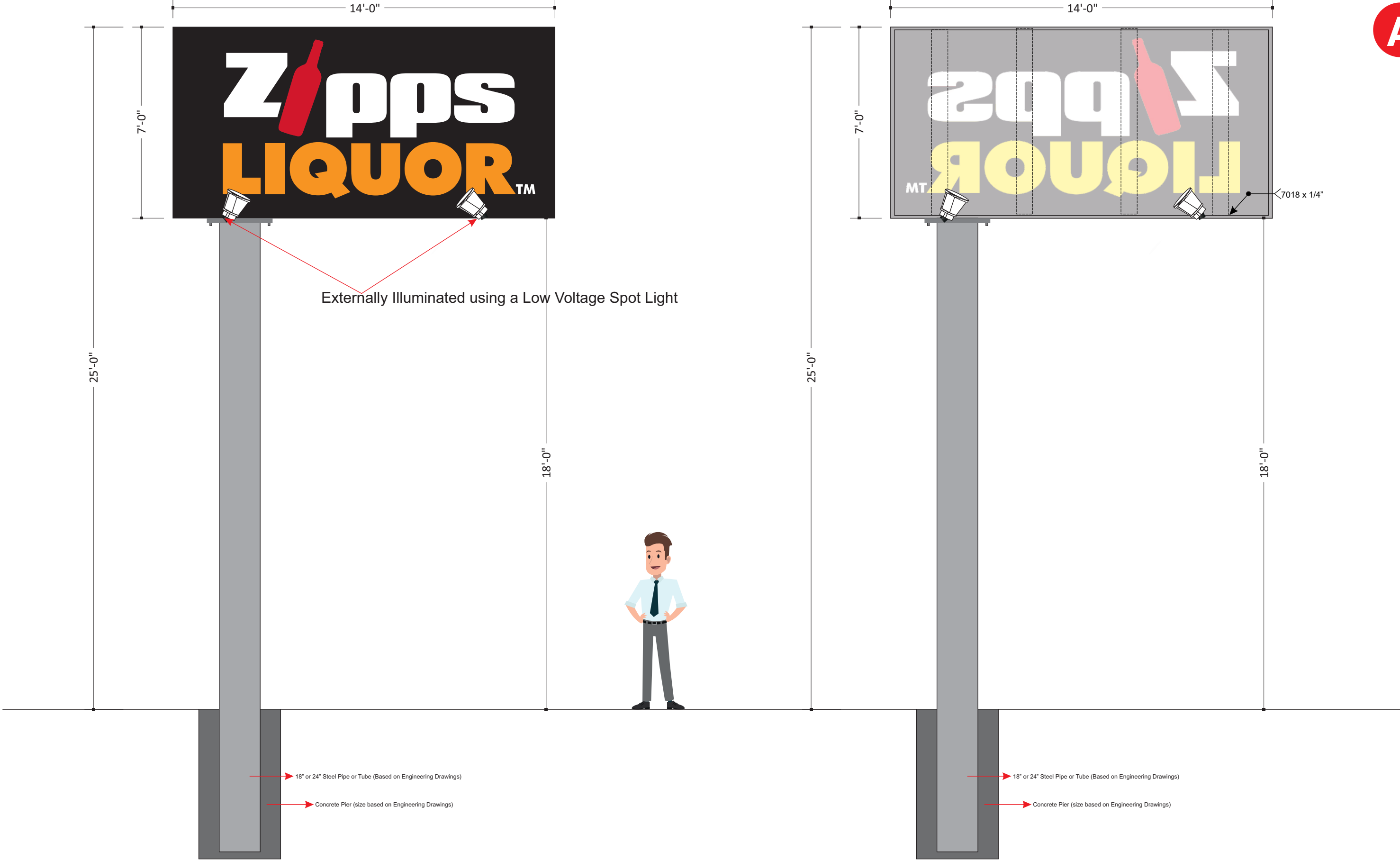
SCALE AS SHOWN

DATE	01/15/2021
------	------------

DRAWN BY V.N

CHECKED BY J.D

A1.0



A



Victory Signs & Imaging
8615 Jackrabbit Rd Suite R
Houston TX 77095
Ph: (832) 930-0853

Project Description: Zipps Liquor Ground Sign

Location: Palestine TX

Created by: Murtaza

Scale: 1/4" = 1"

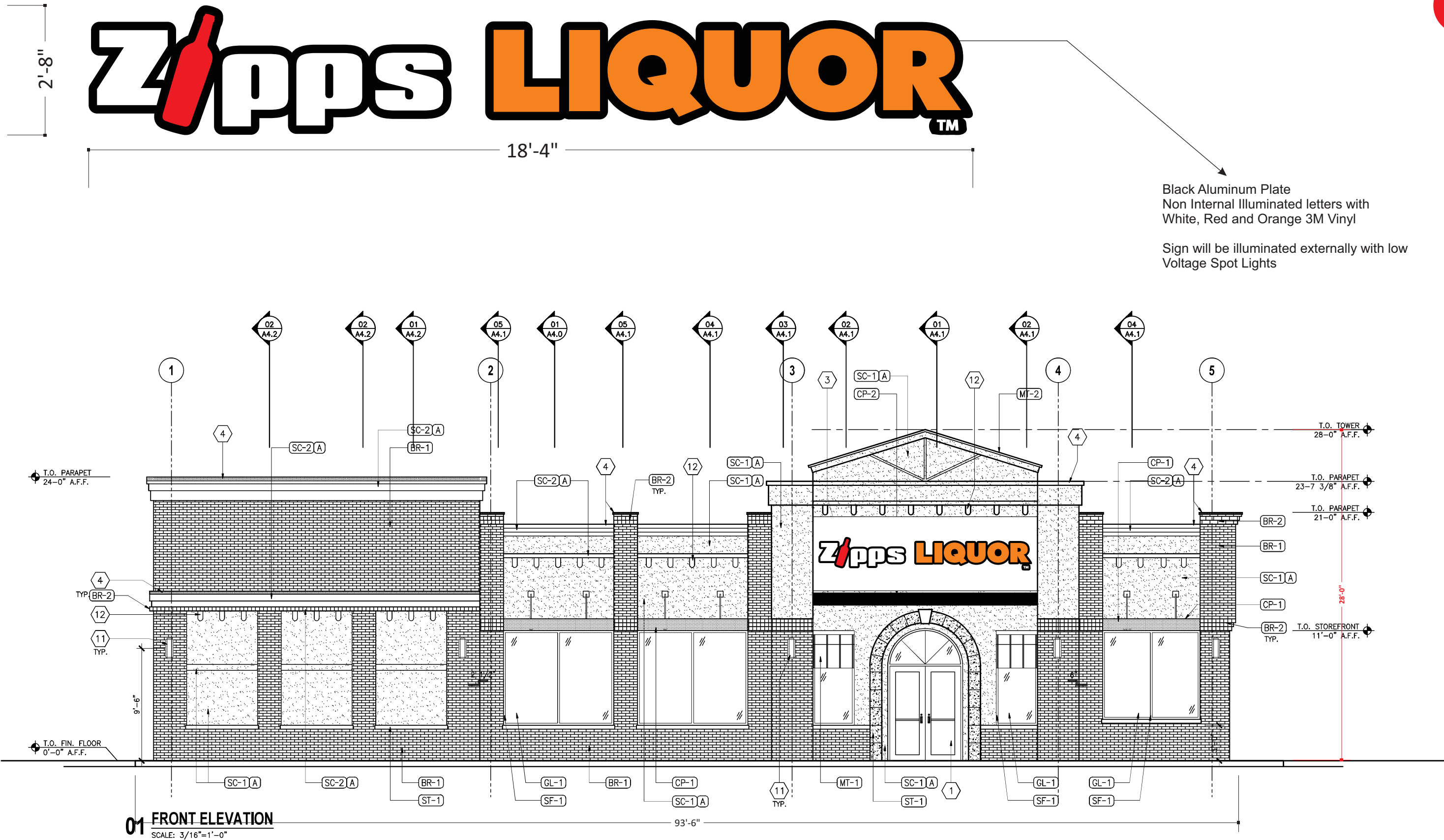
CUSTOMER APPROVAL: _____

COMMENTS: _____

VICTORY SIGNS AND IMAGING MUST BE NOTIFIED OF **OTHER VOLTAGES** PRIOR TO FABRICATION. CUSTOMER IS RESPONSIBLE TO PROVIDE AN ALLOCATED CIRCUIT CONSISTING OF PRIMARY, NEUTRAL AND GROUND CONDUCTORS WITH REQUIRED AMPS OF POWER.

PLEASENOTE: INSTALLATION IS IN ACCORDANCE WITH ARTICLE 600 OF THE 2020 NATIONAL ELECTRIC CODE AND OTHER APPLICABLE CITY AND LOCAL CODES

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Victory Signs & Imaging
8615 Jackrabbit Rd Suite R
Houston TX 77095
Ph: (832) 930-0853

Project Description: Zipps Liquor Wall Sign

Location: Palestine TX

Created by: Murtaza

Scale: 1/4" = 1"

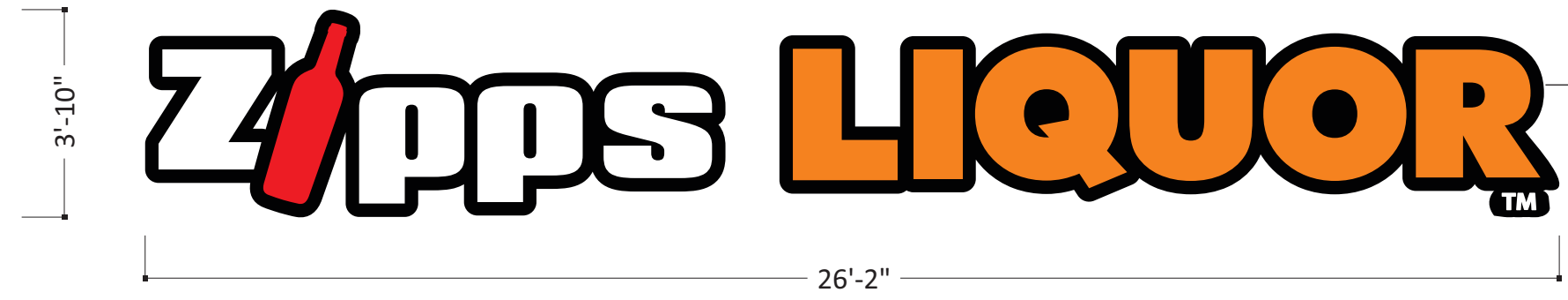
CUSTOMER APPROVAL: _____

COMMENTS: _____

VICTORY SIGNS AND IMAGING MUST BE NOTIFIED OF **OTHER VOLTAGES** PRIOR TO FABRICATION. CUSTOMER IS RESPONSIBLE TO PROVIDE AN ALLOCATED CIRCUIT CONSISTING OF PRIMARY, NEUTRAL AND GROUND CONDUCTORS WITH REQUIRED AMPS OF POWER.

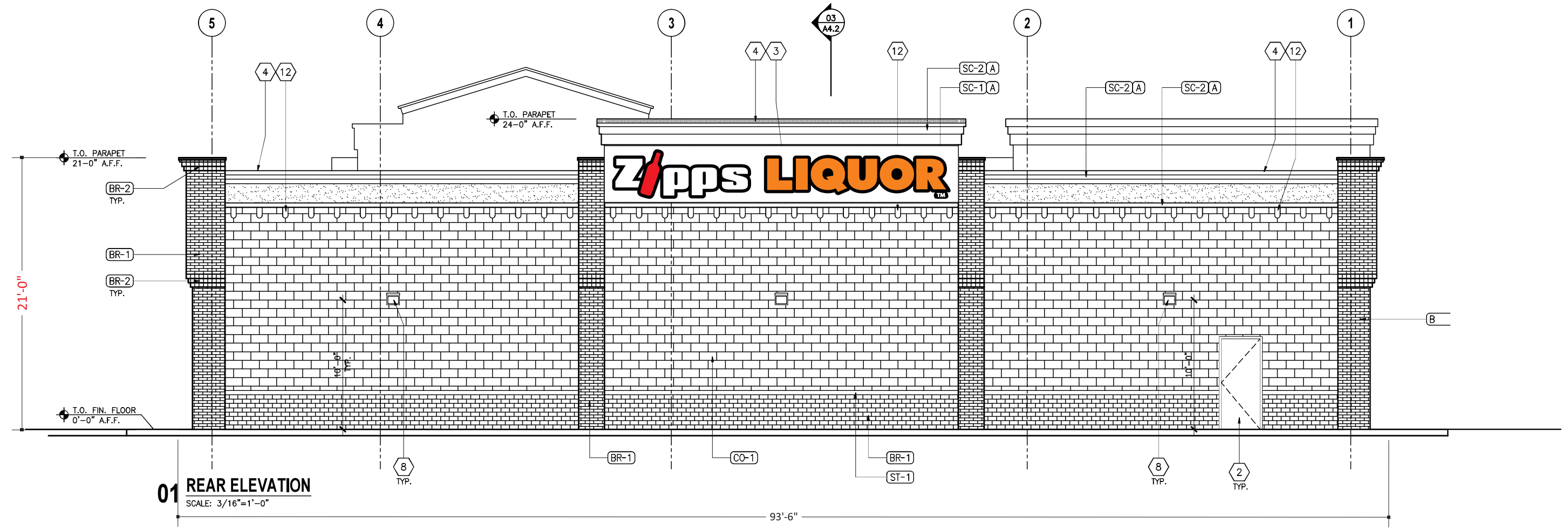
PLEASENOTE: INSTALLATION IS IN ACCORDANCE WITH ARTICLE 600 OF THE 2020 NATIONAL ELECTRIC CODE AND OTHER APPLICABLE CITY AND LOCAL CODES

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Black Aluminum Plate
Non Internal Illuminated letters with
White, Red and Orange 3M Vinyl

Sign will be illuminated externally with low
Voltage Spot Lights



01 REAR ELEVATION
SCALE: 3/16"=1'-0"

 Victory Signs & Imaging 8615 Jackrabbit Rd Suite R Houston TX 77095 Ph: (832) 930-0853	Project Description: Zipps Liquor Wall Sign Location: Palestine TX Created by: Murtaza Scale: 1/4" = 1"	CUSTOMER APPROVAL: _____	PLEASENOTE: INSTALLATION IS IN ACCORDANCE WITH ARTICLE 600 OF THE 2020 NATIONAL ELECTRIC CODE AND OTHER APPLICABLE CITY AND LOCAL CODES COPYRIGHT: THIS DESIGN AND RENDERINGS IS THE PROPERTY OF VICTORY SIGNS AND IMAGING AND ANY REPRODUCTION OR OTHER USE IS STRICTLY PROHIBITED. ALL RIGHTS ARE RESERVED. 2021
		COMMENTS: _____ VICTORY SIGNS AND IMAGING MUST BE NOTIFIED OF OTHER VOLTAGES PRIOR TO FABRICATION. CUSTOMER IS RESPONSIBLE TO PROVIDE AN ALLOCATED CIRCUIT CONSISTING OF PRIMARY, NEUTRAL AND GROUND CONDUCTORS WITH REQUIRED AMPS OF POWER.	



sign A

SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION

Address of Sign:	315 W. Spring Street	Palentine, Texas
Proposed Advertisement:	Zipps Liquor	
Sign Company Name:	Victory Signs and Imaging LLC	
Contact:	Murtaza Doctor	
Sign Company Address:	8615 Jackrabbit Rd, Ste R, Houston TX 77095	
Phone #:	832-873-5253	Email: murtaza@victory-signs.com

TYPE OF SIGN

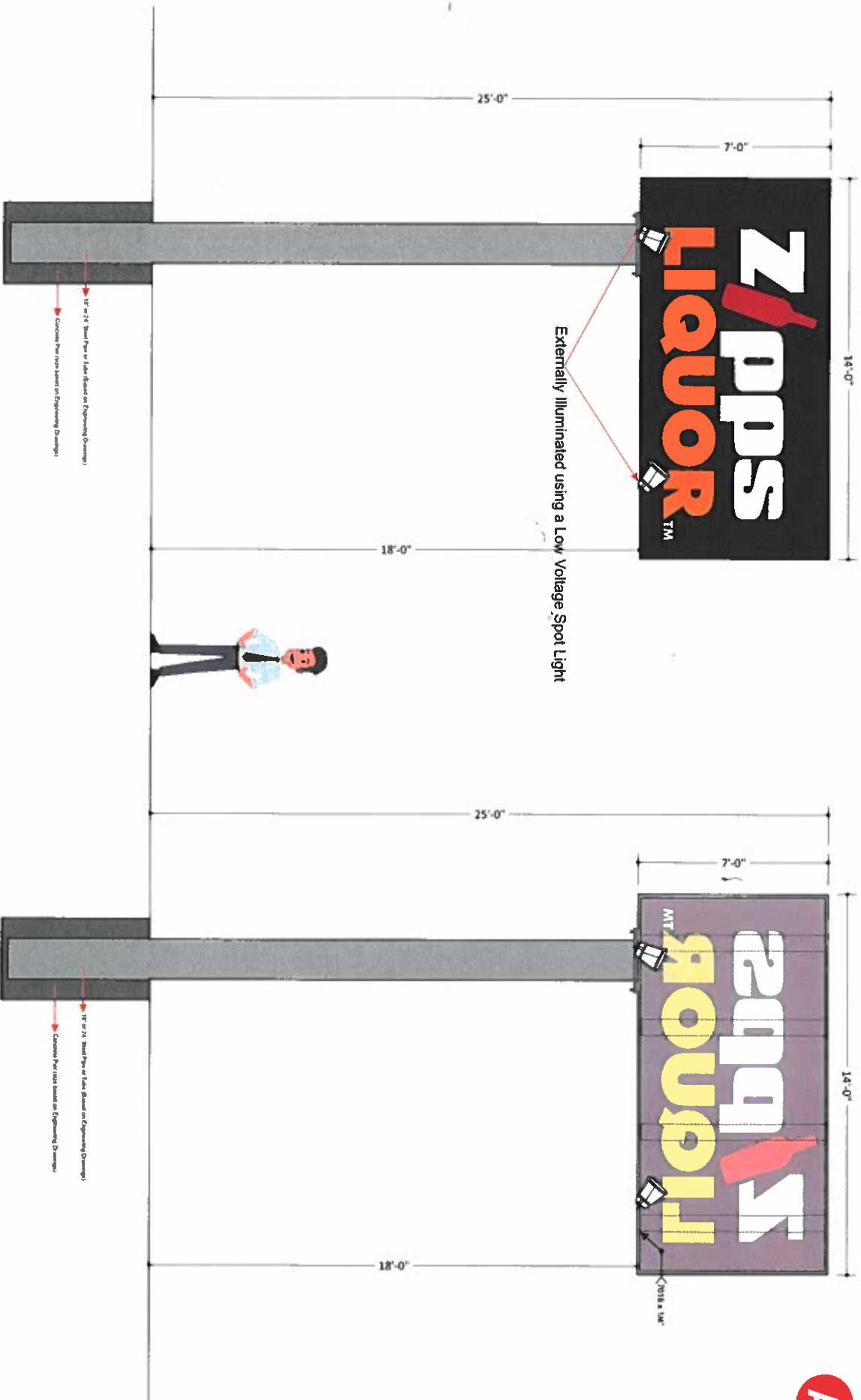
<input type="checkbox"/> Freestanding (Pole Sign)	<input checked="" type="checkbox"/> Freestanding (Monument)	<input type="checkbox"/> New Sign Face	<input type="checkbox"/> Hanging Sign
<input type="checkbox"/> Wall Sign	<input type="checkbox"/> Canopy	<input type="checkbox"/> Awning	<input type="checkbox"/> Directory Sign
<input checked="" type="checkbox"/> Signboard	<input type="checkbox"/> Window Sign	<input type="checkbox"/> Projecting Sign	<input type="checkbox"/> Sidewalk Sign
<input type="checkbox"/> Historic Sign	<input type="checkbox"/> Spectacular Sign	<input type="checkbox"/> Ghost Sign	<input type="checkbox"/> Landmark Sign
<input type="checkbox"/> Other (specify):			
Sign Dimensions: 10' x 5' - Monument (A) 18'-4" x 2'-8" - Sign Board (B) 26'-2" x 3'10" - Sign Board (C)			
Is the sign illuminated?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.			
*New monument or ground signs require additional landscaping requirements.			
*The Main Street Manager reviews signage in the Main Street Overlay District.			


APPLICANT SIGNATURE

I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.

Owner or Agent's Signature

MURTAZA



 Victory Signs & Imaging 8615 Jackrabbit Rd Suite R Houston TX 77095 Ph: (832) 930-0853		Project Description: Zipp's Liquor Ground Sign		CUSTOMER APPROVAL: _____	
Location: Palestine TX		Created by: Murtaza		COMMENTS: _____	
Scale: 1/4" = 1'				VICTORY SIGNS AND IMAGING MUST BE NOTIFIED OF OTHER VOLTAGES PRIOR TO FABRICATION. CUSTOMER IS RESPONSIBLE TO PROVIDE AN ALLOCATED CIRCUIT CONSISTING OF PRIMARY NEUTRAL AND GROUND CONDUCTIONS WITH REQUIRED AMPS OF POWER.	
				PLEASE NOTE: INSTALLATION IS IN ACCORDANCE WITH ARTICLE 600 OF THE 2009 NATIONAL ELECTRIC CODE AND OTHER APPLICABLE CITY AND LOCAL CODES	
				COPYRIGHT: THIS DESIGN AND RENDERINGS IS THE PROPERTY OF VICTORY SIGNS AND IMAGING AND ANY REPRODUCTION OR OTHER USE IS STRICTLY PROHIBITED. ALL RIGHTS ARE RESERVED. 2021	



SIGN PERMIT APPLICATION

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
 - The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
 - The dimensions and location of all electrical signs on the premises.

PERMIT FEES

1. Sign Permit, Non-Illuminated: \$25.00
2. Sign Permit, Illuminated: \$50.00

STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____



A

Main Street Sign Ordinance Checklist

(a) General.

- (1) Purpose. The purpose of the Palestine Main Street District Sign Ordinance is to encourage the preservation of historic signs and development of new signs which are compatible with their surroundings and enhance the building while giving opportunities for individual expression. Main Street's purpose is based on the historic nature of the district for tourism and economic development enhancement. Signs should be of appropriate historical design when possible and do not visually obscure significant architectural features of the building.

Is this sign historically accurate? ☒ Yes ☒ No

Does this sign match the architectural features of the building? ☒ Yes ☒ No

- (2) Signs should be in balance with the overall character of the property. Signs may be expressed in a variety of styles. A sign should be in character with the material, color and detail of the building.

Is this sign in character with the material, color, and detail of the building? ☒ Yes ☒ No

- (3) All current signs, as of August 15, 2011, will be considered exempt from this sign ordinance and will be "grandfathered" into the Main Street District. Such signs will be considered legal and nonconforming within the guidelines of this section. Any sign that is deemed "grandfathered" shall be considered no longer exempt if more than 50 percent is replaced due to age, damage or change of business, at such time the Main Street Sign Ordinance will be in effect.

Is this sign grandfathered in under these conditions? ☐ Yes ☒ No

(b) Definitions and specifications.

- (1) Signboard. Is this a Signboard? ☒ Yes ☒ N/A

a. Definition. A signboard is any flat sign mounted or applied to a building facade.

b. Specifications.

1. Number. Each building may have one signboard or projecting sign oriented to its primary or entrance frontage. A building located at a corner may also have one signboard oriented to its secondary or side street frontage. In the situation of multiple occupant/tenant sign special consideration shall be considered on a per application basis.

Meets Requirements: ☒ Yes ☐ No

2. Size. For every one linear foot of building primary or entrance footage, two square feet of sign area shall be allowed. Signboards on secondary or side-street frontage shall not exceed the size of signboards on the primary or entrance frontage.

Meets Requirements: ☒ Yes ☐ No

3. Location. Place signs on the building's sign frieze, which is the horizontal flat bank above the store windows. Original signs, either on flat signboards or made of individual letters attached to the sign frieze, were designed as an integral part of the building.

Meets Requirements: ☒ Yes ☐ No

(2) *Window sign.* Is this a Window Sign? ☒ Yes ☒ N/A

- a. Definition. Any permanent sign painted, applied to, or hung inside or outside a window glass.
- b. Specifications.
 - 1. Size. Window signs shall cover no more than 30 percent of the total glass areas of the window on which they are placed. The sign coverage shall be determined by an imaginary square or rectangle that encompasses the window sign glass.

Meets Requirements: ☒ Yes ☐ No

(3) *Projecting sign.* Is this a Projecting Sign? ☐ Yes ☒ N/A

- a. Definition. Any sign attached to and placed perpendicular to a building facade and can have print on both sides.
- b. Specifications.
 - 1. Number. Each building may have one signboard or projecting sign oriented to its primary or entrance frontage.

Meets Requirements: ☐ Yes ☐ No

- 2. Size. Projecting signs for one story buildings shall be no more than 15 square feet in size, with a maximum sign height of three feet. Signs for multi-story buildings must be proportional in size to the building and are subject to approval by the Main Street Advisory Board.

Meets Requirements: ☐ Yes ☐ No

- 3. Location. Projecting signs shall have a minimum clearance from the side walk of ten feet to the bottom of the sign and shall not project more than half of the sidewalk width.

Meets Requirements: ☐ Yes ☐ No

(4) *Hanging sign.* Is this a Hanging Sign? ☐ Yes ☒ N/A

- a. Definition. Any sign suspended from an awning or canopy and can have print on both sides.
- b. Specifications.
 - 1. Number. Each entrance that faces a street may have one hanging sign per building.

Meets Requirements: ☐ Yes ☐ No

- 2. Size. Each face of a hanging sign shall be no more than eight square feet in size.

Meets Requirements: ☐ Yes ☐ No

- 3. Location. Hanging signs shall be allowed when such signs have a minimum clearance of seven-foot height from the sidewalk and do not extend beyond the awning or canopy projection.

Meets Requirements: ☐ Yes ☐ No

(5) *Awning sign. Is this an Awning Sign?* ☐ Yes ☒ N/A

a. Definition. Any sign painted or applied to the valance of a fabric or rigid awning. Signs are not permitted on the top or side panels of an awning.

b. Specifications.

1. Awning signs may not be back lit.

Meets Requirements: ☐ Yes ☐ No

2. Awnings attached to the same building must be the same shape, color and height, regardless of individual business ownership or tenancy in the building.

Meets Requirements: ☐ Yes ☐ No

3. Number. Awning valance signs may be used in addition to a signboard or projecting sign.

Meets Requirements: ☐ Yes ☐ No

4. Size. Awning sign size shall not exceed the surface of the awning.

Meets Requirements: ☐ Yes ☐ No

5. Location. The awning sign shall be located within the center 75 percent of the frontage of the awning, the tenancy, or the building face, whichever is least. Awning signs must maintain a minimum border of one inch between the body of the letters or logo and the edge or a change of plane.

Meets Requirements: ☐ Yes ☐ No

(6) *Freestanding hanging signs. Is this a Freestanding Hanging Sign?* ☐ Yes ☒ N/A

a. Definition. Any sign that is a freestanding sign suspended from a bracket attached to pole or post located near the sidewalk in areas where the primary structure is set back from the street.

b. Specifications.

1. Freestanding signs may not obstruct traffic or the right-of-way.

Meets Requirements: ☐ Yes ☐ No

2. Number. No more than one freestanding hanging sign per business.

Meets Requirements: ☐ Yes ☐ No

3. Size. Freestanding hanging signs should be no more than a maximum of 15 square feet.

Meets Requirements: ☐ Yes ☐ No

4. Location. Freestanding hanging sign must have a minimum seven-foot clearance from the sidewalk or ground surface.

Meets Requirements: ☐ Yes ☐ No

- (7) Directory sign. Is this a Directory Sign? ☐ Yes ☒ N/A

a. Specifications.

1. On multi-tenant buildings where there are two or more tenants without direct outside access to a public street, a directory sign may be allowed.

Meets Requirements: ☐ Yes ☐ No

2. Number. One directory sign per street face is permitted.

Meets Requirements: ☐ Yes ☐ No

3. Size. All directory signs shall be a maximum of ten square feet.

Meets Requirements: ☐ Yes ☐ No

4. Location. All directory signs must be in proximity to an entry door.

Meets Requirements: ☐ Yes ☐ No

- (8) Temporary sign and banners. Is this a Temporary Sign or Banner? ☐ Yes ☒ N/A

- a. Definition. Any sign that is a banner or that is used for a special purpose, such as limited-time offers and sales.

b. Specifications.

1. Number. Each business shall be allowed two banner permits per calendar year, and each permit shall be good for a maximum of 30 days. A minimum of 30 days shall be required between each banner permit.

Meets Requirements: ☐ Yes ☐ No

2. Banners shall be kept in good repair and remain firmly anchored or secured.

Meets Requirements: ☐ Yes ☐ No

3. Location. No more than one banner sign shall be permitted across the facade of a building or business or in any other location on a single property.

Meets Requirements: ☐ Yes ☐ No

- (9) Sidewalk Sign Is this a Sidewalk Sign? ☐ Yes ☒ N/A

- a. Definition. A sandwich board, A-frame, or easel-mounted sign that is portable and intended for the pedestrian walking on the sidewalk.

b. Specifications.

1. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements.

Meets Requirements: ☐ Yes ☐ No

2. The display of a sidewalk sign is limited to operating business hours of the business.

Meets Requirements: ☐ Yes ☐ No

3. Number. No more than one A-frame or sandwich board sign per business shall be allowed.

Meets Requirements: ☐ Yes ☐ No

4. Size. No A-frame or sandwich board shall exceed eight square feet per side. The measurement of the sign structure shall be calculated as the total of the flat surface of the sign area per side, and does not include framing, support or legs.

Meets Requirements: ☐ Yes ☐ No

5. Location. A minimum of three feet of clear sidewalk shall be maintained at all times. All sidewalk signs shall be limited to the street frontage of the business.

Meets Requirements: ☐ Yes ☐ No

- (10) *Ghost sign.* Is this a Ghost Sign? ☐ Yes ☒ N/A

- a. Definition. A facade sign at least 50 years old on an exterior building wall. Such signs are unique due to their age, letter style, outdated trademark, defunct company, obsolete product, or clue as to the history of the building's occupancy.

- (11) *Landmark sign.* Is this a Landmark Sign? ☐ Yes ☒ N/A

- a. Definition. A sign at least 20 years old that is visible for one-half mile or more from a major thoroughfare or expressway and which, by reason of unique design, size, configuration, or its product's/company's long association with the city, is of extraordinary local significance.
- b. Specifications. Review of this type of sign will be conducted by the Main Street Board on a case-by-case basis when permits are sought.

- (12) *Historic sign.* Is this a Historic Sign? ☐ Yes ☒ N/A

- a. Definition. A sign that, by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, makes a contribution to the cultural, historic, or aesthetic quality of the city's streetscape. Examples include: Historic signs, porcelain or neon signs, theater marquees, or signs made up of the three-dimensional stainless-steel letters, and should be of such an age that they are no longer economically viable to produce or manufacture.
- b. Specifications. Review of this type of sign will be conducted by the Main Street Board on a case-by-case basis when permits are sought.

- (13) *Spectacular.* Is this a Spectacular Sign? ☐ Yes ☒ N/A

- a. Definition. A large, lighted sign that is a landmark due to its extreme size, elaborate animation, variety of colors, and obvious expense. A sign must embody all of these characteristics to be considered as "spectacular."
- b. Specifications. Review of this type of sign will be conducted by the Main Street Board on a case-by-case basis when permits are sought.

(c) Any sign design or variance not addressed within these confines shall be brought before the Main Street Advisory Board for approval. Pictures of historic signs may be used for the approval process.

(d) *Variance.*

- (1) The Main Street Advisory Board may grant a variance permitting noncompliance with any provision of this section.
- (2) To request a variance decision from the Main Street Advisory Board, applicant should submit in writing a reason for the variance and proposed design rendering (if applicable) to the Main Street Advisory Board; and other than for safety or structural provisions, the Main Street Advisory Board may issue a variance decision to waive the provisions of the sign ordinance on a case-by-case basis.

(e) *Issuance of sign permits.*

- (1) If applicant has a picture of a historic sign from the period of 1890 to 1950, and from a region comparable to the Palestine Main Street District, which can be adapted and replicated in period appropriate materials (as specified in the definition and specification section of Main Street Sign Ordinance), it is an allowed process for applicant to provide a copy of the picture and design specifications from the fabricator, architect, sign company or appropriate institution to the Main Street Board for approval, and such approval will be provided to development services for permit issuance.
- (2) If the design has never been attempted before in a comparable region or the appropriate time period, and there are no pictures for the correct historic time period or region, the applicant is required to meet the design criteria listed in the definition and specifications section of the Main Street Sign Ordinance.

(f) *Material, color, detail.*

- (1) Interior illumination for signs shall not be allowed.

Meets Requirements: ☒ Yes ☐ No

external illumination low voltage

- (2) Plastic as a sign material is discouraged in the Palestine Main Street District. Internally illuminated plastic box signs are no longer allowed. There are some cases where the board will consider the use of plastic for a sign, however, such cases are rare, and the justification must be compelling. New techniques of working plastic may result in appropriate signage. Requests will be reviewed on a case-by-case basis, and money should not be invested prior to approval.

Meets Requirements: ☐ Yes ☒ No

unknown materials - not specified

- (3) No fluorescent materials and/or paints shall be allowed.

Meets Requirements: ☒ Yes ☐ No

- (4) Signs that are out of character with those seen historically and that would alter the historic character of the street are inappropriate. Any sign that visually overpowers the building or obscures significant architectural features is inappropriate. Animated and electronic digital or programmable signs are prohibited.

Meets Requirements: ☐ Yes ☒ No

- (5) Sign materials should be compatible with that of building facade.

Meets Requirements: ☐ Yes ☒ No

- materials not specified
- (6) Colors for the sign are limited to colors compatible with the building front. Signs that are not from a four color process shall be limited in number of colors, no more than three colors shall be used.

Meets Requirements: ☒ Yes ☐ No

(g) *Maintenance of signs.*

(1) All signage is required to be maintained:

- a. Re-secure sign mounts to the building fronts.
- b. Repaint faded graphics.
- c. Repair worn wiring.
- d. Replace burned out bulbs.
- e. Remove non-historic, obsolete signs.
 1. Except as provided in subsection e.2. below, obsolete signs for a business no longer in operation for a period of six months or longer, as well as all sign-hanging materials, must be removed.
 2. Obsolete signs that may be considered under the ghost, historic or landmark sign section of the Main Street Sign Ordinance may be brought before the Main Street Board for review on a case-by-case basis.
- f. Preserve historic painted signs in place as decorative features.

(h) *Procedure.*

- (1) The Main Street Advisory Board has full authority over signs in the Main Street District. Any design or variance the requirements in subsection (g) must be approved by the board.
- (2) The applicant may, within ten days of the decision of the board to deny an application, file an appeal of that decision. The city council will consider the appeal. Such appeal is denied by operation of law, and the board's decision will stand, if the city council takes no action on the appeal within 60 days of the board's decision. The city council may affirm the board's decision, take the action it determines the board should have taken, or remand the application to the board for reconsideration with instructions.
- (3) The City of Palestine reserves the right for revocation of sign permit if the final sign is different from the design submitted to the Main Street Advisory Board.
- (4) Other than safety and structural requirements, any provision of this sign ordinance may be waived by the city council for historic or unique signs upon application for relief by the sign owner or by a city initiated application.
 - a. The Main Street Advisory Board will recommend to the city council whether to declare a sign or group of signs to be "historic" or "unique," and thereby grant a waiver to one or more requirements of this section.
 - b. Upon granting the waiver, the sign or group of signs shall be deemed to conform to this section.
- (5) Historic, ghost, landmarked, or spectacular sign guidelines. Signs may be so designated upon the finding that they exhibit unique characteristics that enhance the streetscape or the historic identity of the city or neighborhood. The sign shall be found to be a ghost sign or historic sign the continued existence of which is encouraged and is beneficial to the public good. Such a sign contributes to the historical or cultural character of the streetscape and community at large.



Sign B+C

SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION			
Address of Sign:	315 W. Spring Street		Palestine, Texas
Proposed Advertisement:	Zipps Liquor		
Sign Company Name:	Victory Signs and Imaging LLC		
Contact:	Murtaza Doctor		
Sign Company Address:	8615 Jackrabbit Rd, Ste R, Houston TX 77095		
Phone #:	832-873-5253	Email:	murtaza@victory-signs.com

TYPE OF SIGN			
<input type="checkbox"/> Freestanding (Pole Sign)	<input checked="" type="checkbox"/> Freestanding (Monument)	<input type="checkbox"/> New Sign Face	<input type="checkbox"/> Hanging Sign
<input type="checkbox"/> Wall Sign	<input type="checkbox"/> Canopy	<input type="checkbox"/> Awning	<input type="checkbox"/> Directory Sign
<input checked="" type="checkbox"/> Signboard	<input type="checkbox"/> Window Sign	<input type="checkbox"/> Projecting Sign	<input type="checkbox"/> Sidewalk Sign
<input type="checkbox"/> Historic Sign	<input type="checkbox"/> Spectacular Sign	<input type="checkbox"/> Ghost Sign	<input type="checkbox"/> Landmark Sign
<input type="checkbox"/> Other (specify):			
Sign Dimensions: 10' x 5' - Monument (A) 18'-4" x 2'-8" - Sign Board (B) 26'-2" x 3'-10" - Sign Board (C)			
Is the sign illuminated?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
*In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.			
*New monument or ground signs require additional landscaping requirements.			
*The Main Street Manager reviews signage in the Main Street Overlay District.			

APPLICANT SIGNATURE	
I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.	
Owner or Agent's Signature	MURTAZA



SIGN PERMIT APPLICATION

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
 - The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
 - The dimensions and location of all electrical signs on the premises.

PERMIT FEES

1. Sign Permit, Non-Illuminated: \$25.00
2. Sign Permit, Illuminated: \$50.00

STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

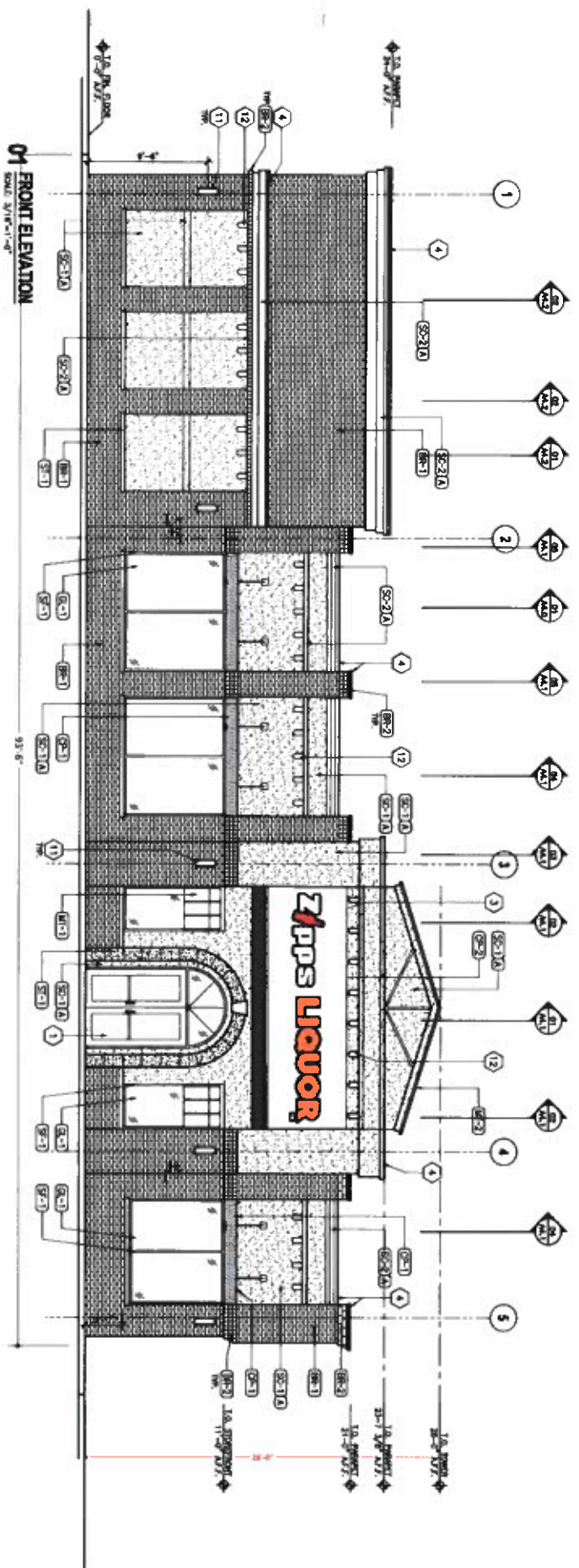
Main Street Manager Signature _____

Zipp's LiquorTM

18'-4"

2'-8"

Black Aluminum Plate
Non Internal Illuminated letters with
White, Red and Orange 3M Vinyl
Sign will be illuminated externally with low
Voltage Spot Lights





Victory Signs & Imaging
8615 Jackrabbit Rd Suite R
Houston TX 77095
Ph: (832) 930-0853

Project Description: Zipp's Liquor Wall Sign

Location: Palestine TX

Created by: Murtaza

Scale: 1/4" = 1'

CUSTOMER APPROVAL:

COMMENTS:

NOTES: VICTORY SIGNS AND IMAGING MUST BE NOTIFIED OF ANY CHANGES TO THE DESIGN. CUSTOMER IS RESPONSIBLE TO PROVIDE AN ALLOCATED CIRCUIT CONDUCTING TO THE SIGN AND GROUND CONDUCTORS WITH REQUIRED AMPS OF POWER.

REMARKS: INSTALLATION IS IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND OTHER APPLICABLE CITY AND LOCAL CODES.

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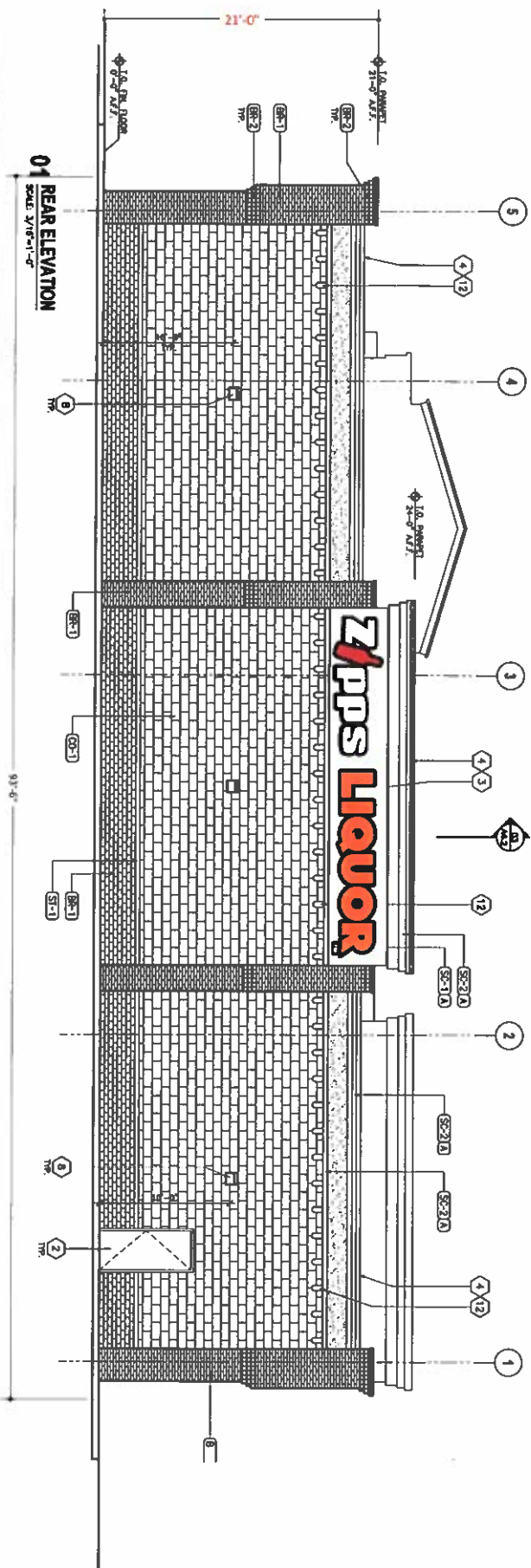


Zipp's LIQUORTM

26'-2"

3'-10"

Black Aluminum Plate
Non Internal Illuminated letters with
White, Red and Orange 3M Vinyl
Sign will be illuminated externally with low
Voltage Spot Lights



01 REAR ELEVATION
Scale: 1/4" = 1'



Victory Signs & Imaging

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Houston TX 77095
Ph: (832) 930-0853

Project Description: Zipp's Liquor Wall Sign

Location: Palestine TX

Created by: Muraza

Scale: 1/4" = 1'

CUSTOMER APPROVAL:

COMMENTS:

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2'-5"

16'-10"

ZIPPS LIQUOR™

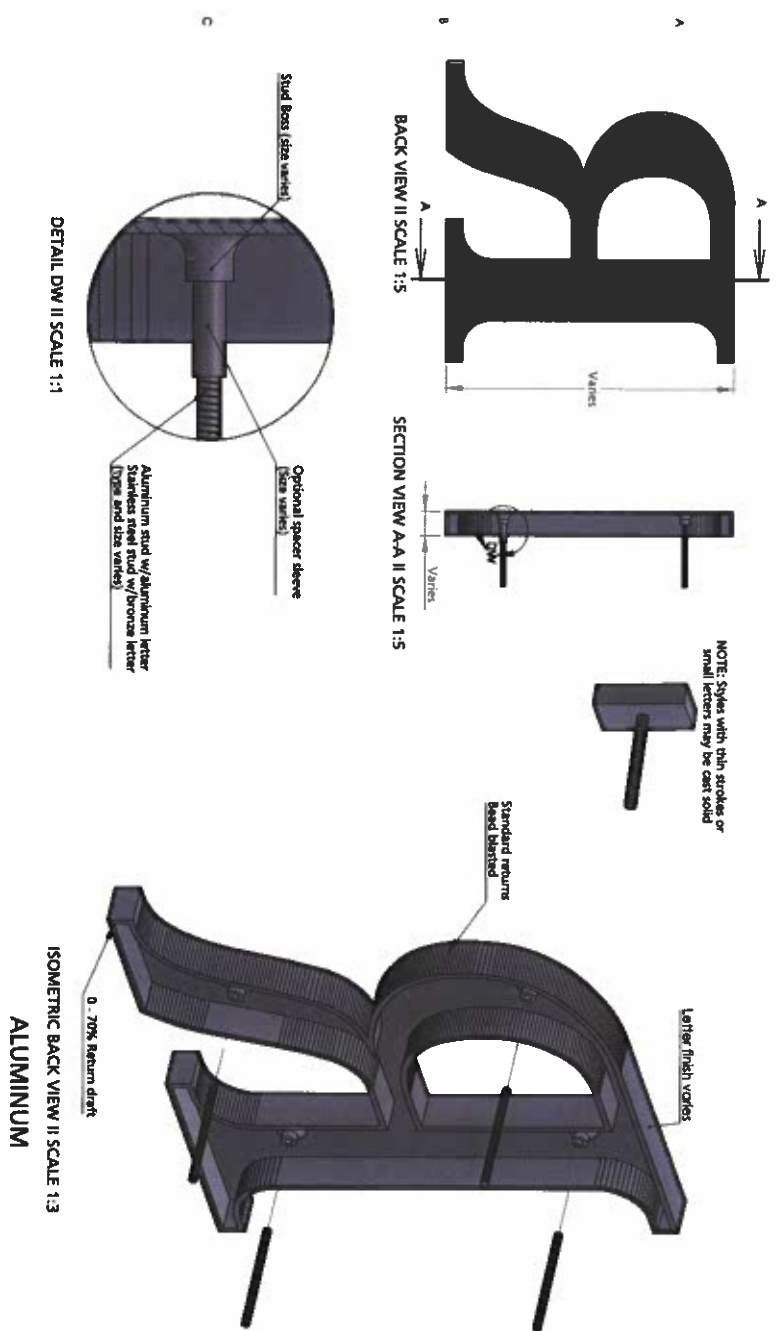
Black Aluminum Plate


Non Internal Illuminated letters with

White, Red and Orange 3M Vinyl

Sign will be illuminated externally with low

Voltage Spot Lights



 <p>Victory Signs & Imaging 8615 Jackrabbit Rd Suite R Houston TX 77095 Ph: (832) 930-0853</p>	<p>Project Description: Zipps Liquor Wall Sign</p> <p>Location: Palestine TX</p> <p>Created by: Muraza</p> <p>Scale: 1/4" = 1"</p>	<p>CUSTOMER APPROVAL: _____</p> <p>COMMENTS: _____</p> <p>VICTORY SIGNS AND IMAGING MUST BE NOTIFIED OF OTHER VOLTAGES PRIOR TO FABRICATION. CUSTOMER IS RESPONSIBLE TO PROVIDE AN ALLOCATED CIRCUIT CONSISTING OF PRIMARY, NEUTRAL, AND GROUND CONDUCTIONS WITH REQUIRED AMPS OF POWER.</p>	<p>PLEASE NOTE: INSTALLATIONS IN ACCORDANCE WITH ARTICLE 600 OF THE 2020 NATIONAL ELECTRIC CODE AND OTHER APPLICABLE CITY AND LOCAL CODES</p> <p>COPYRIGHT: THIS DESIGN AND RENDERINGS IS THE PROPERTY OF VICTORY SIGNS AND IMAGING AND ANY REPRODUCTION OR OTHER USE IS STRICTLY PROHIBITED. ALL RIGHTS ARE RESERVED. 2021</p>
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B + C

Main Street Sign Ordinance Checklist

(a) General.

- (1) Purpose. The purpose of the Palestine Main Street District Sign Ordinance is to encourage the preservation of historic signs and development of new signs which are compatible with their surroundings and enhance the building while giving opportunities for individual expression. Main Street's purpose is based on the historic nature of the district for tourism and economic development enhancement. Signs should be of appropriate historical design when possible and do not visually obscure significant architectural features of the building.

Is this sign historically accurate? ☐ Yes ☒ No

modern branded logo

Does this sign match the architectural features of the building? ☒ Yes ☐ No

fits reasonably on the facade

- (2) Signs should be in balance with the overall character of the property. Signs may be expressed in a variety of styles. A sign should be in character with the material, color and detail of the building.

Is this sign in character with the material, color, and detail of the building? ☒ Yes ☐ No

- (3) All current signs, as of August 15, 2011, will be considered exempt from this sign ordinance and will be "grandfathered" into the Main Street District. Such signs will be considered legal and nonconforming within the guidelines of this section. Any sign that is deemed "grandfathered" shall be considered no longer exempt if more than 50 percent is replaced due to age, damage or change of business, at such time the Main Street Sign Ordinance will be in effect.

Is this sign grandfathered in under these conditions? ☐ Yes ☒ No

(b) Definitions and specifications.

- (1) Signboard. Is this a Signboard? ☒ Yes ☐ N/A

a. Definition. A signboard is any flat sign mounted or applied to a building facade.

b. Specifications.

1. Number. Each building may have one signboard or projecting sign oriented to its primary or entrance frontage. A building located at a corner may also have one signboard oriented to its secondary or side street frontage. In the situation of multiple occupant/tenant sign special consideration shall be considered on a per application basis.

Meets Requirements: ☒ Yes ☐ No

2. Size. For every one linear foot of building primary or entrance footage, two square feet of sign area shall be allowed. Signboards on secondary or side-street frontage shall not exceed the size of signboards on the primary or entrance frontage.

Meets Requirements: ☒ Yes ☐ No

3. Location. Place signs on the building's sign frieze, which is the horizontal flat bank above the store windows. Original signs, either on flat signboards or made of individual letters attached to the sign frieze, were designed as an integral part of the building.

Meets Requirements: ☒ Yes ☐ No

(2) Window sign. Is this a Window Sign? ☒ Yes ☒ N/A

- a. Definition. Any permanent sign painted, applied to, or hung inside or outside a window glass.
- b. Specifications.
 1. Size. Window signs shall cover no more than 30 percent of the total glass areas of the window on which they are placed. The sign coverage shall be determined by an imaginary square or rectangle that encompasses the window sign glass.

Meets Requirements: ☒ Yes ☐ No

(3) Projecting sign. Is this a Projecting Sign? ☐ Yes ☒ N/A

- a. Definition. Any sign attached to and placed perpendicular to a building facade and can have print on both sides.
- b. Specifications.
 1. Number. Each building may have one signboard or projecting sign oriented to its primary or entrance frontage.

Meets Requirements: ☐ Yes ☐ No

2. Size. Projecting signs for one story buildings shall be no more than 15 square feet in size, with a maximum sign height of three feet. Signs for multi-story buildings must be proportional in size to the building and are subject to approval by the Main Street Advisory Board.

Meets Requirements: ☐ Yes ☐ No

3. Location. Projecting signs shall have a minimum clearance from the side walk of ten feet to the bottom of the sign and shall not project more than half of the sidewalk width.

Meets Requirements: ☐ Yes ☐ No

(4) Hanging sign. Is this a Hanging Sign? ☐ Yes ☒ N/A

- a. Definition. Any sign suspended from an awning or canopy and can have print on both sides.
- b. Specifications.
 1. Number. Each entrance that faces a street may have one hanging sign per building.

Meets Requirements: ☐ Yes ☐ No

2. Size. Each face of a hanging sign shall be no more than eight square feet in size.

Meets Requirements: ☐ Yes ☐ No

3. Location. Hanging signs shall be allowed when such signs have a minimum clearance of seven-foot height from the sidewalk and do not extend beyond the awning or canopy projection.

Meets Requirements: ☐ Yes ☐ No

(5) *Awning sign. Is this an Awning Sign?* ☐ Yes ☒ N/A

a. Definition. Any sign painted or applied to the valance of a fabric or rigid awning. Signs are not permitted on the top or side panels of an awning.

b. Specifications.

1. Awning signs may not be back lit.

Meets Requirements: ☐ Yes ☐ No

2. Awnings attached to the same building must be the same shape, color and height, regardless of individual business ownership or tenancy in the building.

Meets Requirements: ☐ Yes ☐ No

3. Number. Awning valance signs may be used in addition to a signboard or projecting sign.

Meets Requirements: ☐ Yes ☐ No

4. Size. Awning sign size shall not exceed the surface of the awning.

Meets Requirements: ☐ Yes ☐ No

5. Location. The awning sign shall be located within the center 75 percent of the frontage of the awning, the tenancy, or the building face, whichever is least. Awning signs must maintain a minimum border of one inch between the body of the letters or logo and the edge or a change of plane.

Meets Requirements: ☐ Yes ☐ No

(6) *Freestanding hanging signs. Is this a Freestanding Hanging Sign?* ☐ Yes ☒ N/A

a. Definition. Any sign that is a freestanding sign suspended from a bracket attached to pole or post located near the sidewalk in areas where the primary structure is set back from the street.

b. Specifications.

1. Freestanding signs may not obstruct traffic or the right-of-way.

Meets Requirements: ☐ Yes ☐ No

2. Number. No more than one freestanding hanging sign per business.

Meets Requirements: ☐ Yes ☐ No

3. Size. Freestanding hanging signs should be no more than a maximum of 15 square feet.

Meets Requirements: ☐ Yes ☐ No

4. Location. Freestanding hanging sign must have a minimum seven-foot clearance from the sidewalk or ground surface.

Meets Requirements: ☐ Yes ☐ No

- (7) Directory sign. Is this a Directory Sign? ☐ Yes ☒ N/A

a. Specifications.

1. On multi-tenant buildings where there are two or more tenants without direct outside access to a public street, a directory sign may be allowed.

Meets Requirements: ☐ Yes ☐ No

2. Number. One directory sign per street face is permitted.

Meets Requirements: ☐ Yes ☐ No

3. Size. All directory signs shall be a maximum of ten square feet.

Meets Requirements: ☐ Yes ☐ No

4. Location. All directory signs must be in proximity to an entry door.

Meets Requirements: ☐ Yes ☐ No

- (8) Temporary sign and banners. Is this a Temporary Sign or Banner? ☐ Yes ☒ N/A

- a. Definition. Any sign that is a banner or that is used for a special purpose, such as limited-time offers and sales.

b. Specifications.

1. Number. Each business shall be allowed two banner permits per calendar year, and each permit shall be good for a maximum of 30 days. A minimum of 30 days shall be required between each banner permit.

Meets Requirements: ☐ Yes ☐ No

2. Banners shall be kept in good repair and remain firmly anchored or secured.

Meets Requirements: ☐ Yes ☐ No

3. Location. No more than one banner sign shall be permitted across the facade of a building or business or in any other location on a single property.

Meets Requirements: ☐ Yes ☐ No

- (9) Sidewalk Sign Is this a Sidewalk Sign? ☐ Yes ☒ N/A

- a. Definition. A sandwich board, A-frame, or easel-mounted sign that is portable and intended for the pedestrian walking on the sidewalk.

b. Specifications.

1. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements.

Meets Requirements: ☐ Yes ☐ No

2. The display of a sidewalk sign is limited to operating business hours of the business.

Meets Requirements: ☐ Yes ☐ No

3. Number. No more than one A-frame or sandwich board sign per business shall be allowed.

Meets Requirements: ☐ Yes ☐ No

4. Size. No A-frame or sandwich board shall exceed eight square feet per side. The measurement of the sign structure shall be calculated as the total of the flat surface of the sign area per side, and does not include framing, support or legs.

Meets Requirements: ☐ Yes ☐ No

5. Location. A minimum of three feet of clear sidewalk shall be maintained at all times. All sidewalk signs shall be limited to the street frontage of the business.

Meets Requirements: ☐ Yes ☐ No

- (10) *Ghost sign.* Is this a Ghost Sign? ☐ Yes ☒ N/A

- a. Definition. A facade sign at least 50 years old on an exterior building wall. Such signs are unique due to their age, letter style, outdated trademark, defunct company, obsolete product, or clue as to the history of the building's occupancy.

- (11) *Landmark sign.* Is this a Landmark Sign? ☐ Yes ☒ N/A

- a. Definition. A sign at least 20 years old that is visible for one-half mile or more from a major thoroughfare or expressway and which, by reason of unique design, size, configuration, or its product's/company's long association with the city, is of extraordinary local significance.
- b. Specifications. Review of this type of sign will be conducted by the Main Street Board on a case-by-case basis when permits are sought.

- (12) *Historic sign.* Is this a Historic Sign? ☐ Yes ☒ N/A

- a. Definition. A sign that, by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, makes a contribution to the cultural, historic, or aesthetic quality of the city's streetscape. Examples include: Historic signs, porcelain or neon signs, theater marquees, or signs made up of the three-dimensional stainless-steel letters, and should be of such an age that they are no longer economically viable to produce or manufacture.
- b. Specifications. Review of this type of sign will be conducted by the Main Street Board on a case-by-case basis when permits are sought.

- (13) *Spectacular.* Is this a Spectacular Sign? ☐ Yes ☒ N/A

- a. Definition. A large, lighted sign that is a landmark due to its extreme size, elaborate animation, variety of colors, and obvious expense. A sign must embody all of these characteristics to be considered as "spectacular."
- b. Specifications. Review of this type of sign will be conducted by the Main Street Board on a case-by-case basis when permits are sought.

- (c) Any sign design or variance not addressed within these confines shall be brought before the Main Street Advisory Board for approval. Pictures of historic signs may be used for the approval process.

(d) *Variance.*

- (1) The Main Street Advisory Board may grant a variance permitting noncompliance with any provision of this section. *Note sign C + discuss*
- (2) To request a variance decision from the Main Street Advisory Board, applicant should submit in writing a reason for the variance and proposed design rendering (if applicable) to the Main Street Advisory Board; and other than for safety or structural provisions, the Main Street Advisory Board may issue a variance decision to waive the provisions of the sign ordinance on a case-by-case basis.

(e) *Issuance of sign permits.*

- (1) If applicant has a picture of a historic sign from the period of 1890 to 1950, and from a region comparable to the Palestine Main Street District, which can be adapted and replicated in period appropriate materials (as specified in the definition and specification section of Main Street Sign Ordinance), it is an allowed process for applicant to provide a copy of the picture and design specifications from the fabricator, architect, sign company or appropriate institution to the Main Street Board for approval, and such approval will be provided to development services for permit issuance.
- (2) If the design has never been attempted before in a comparable region or the appropriate time period, and there are no pictures for the correct historic time period or region, the applicant is required to meet the design criteria listed in the definition and specifications section of the Main Street Sign Ordinance.

(f) *Material, color, detail.*

- (1) Interior illumination for signs shall not be allowed.

Meets Requirements: ☒ Yes ☐ No

- (2) Plastic as a sign material is discouraged in the Palestine Main Street District. Internally illuminated plastic box signs are no longer allowed. There are some cases where the board will consider the use of plastic for a sign, however, such cases are rare, and the justification must be compelling. New techniques of working plastic may result in appropriate signage. Requests will be reviewed on a case-by-case basis, and money should not be invested prior to approval.

Meets Requirements: ☒ Yes ☐ No

- (3) No fluorescent materials and/or paints shall be allowed.

Meets Requirements: ☒ Yes ☐ No

- (4) Signs that are out of character with those seen historically and that would alter the historic character of the street are inappropriate. Any sign that visually overpowers the building or obscures significant architectural features is inappropriate. Animated and electronic digital or programmable signs are prohibited.

Meets Requirements: ☒ Yes ☐ No

- (5) Sign materials should be compatible with that of building facade.

Meets Requirements: ☒ Yes ☐ No

-
- (6) Colors for the sign are limited to colors compatible with the building front. Signs that are not from a four color process shall be limited in number of colors, no more than three colors shall be used.

Meets Requirements: ☒ Yes ☐ No

(g) *Maintenance of signs.*

(1) All signage is required to be maintained:

- a. Re-secure sign mounts to the building fronts.
- b. Repaint faded graphics.
- c. Repair worn wiring.
- d. Replace burned out bulbs.
- e. Remove non-historic, obsolete signs.
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(h) *Procedure.*

- (1) The Main Street Advisory Board has full authority over signs in the Main Street District. Any design or variance the requirements in subsection (g) must be approved by the board.
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- (4) Other than safety and structural requirements, any provision of this sign ordinance may be waived by the city council for historic or unique signs upon application for relief by the sign owner or by a city initiated application.
 - a. The Main Street Advisory Board will recommend to the city council whether to declare a sign or group of signs to be "historic" or "unique," and thereby grant a waiver to one or more requirements of this section.
 - b. Upon granting the waiver, the sign or group of signs shall be deemed to conform to this section.
- (5) Historic, ghost, landmarked, or spectacular sign guidelines. Signs may be so designated upon the finding that they exhibit unique characteristics that enhance the streetscape or the historic identity of the city or neighborhood. The sign shall be found to be a ghost sign or historic sign the continued existence of which is encouraged and is beneficial to the public good. Such a sign contributes to the historical or cultural character of the streetscape and community at large.

(Ord. No. O-52-11, § XII, 11-14-2011)