



Application for Downtown Merchant Sign

Department of Planning & Development Services

300 North Park Avenue, Sanford, Florida 32771

Phone: 407.688.5140 Fax: 407.688.5141

This application is submitted by:

Applicant/Agent:

Signature: _____ Print Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____ Date: _____

1. The sign shall contain one of the fonts as selected from the Font Options List.
2. The sign shall contain one of the graphic borders as selected from the Border Options list. The selected border must be placed within the Border Area Boundary shown below
3. A sign face shall contain a maximum of two messages. Message one may be the retailer name or address; message two may be the retailer name, service provided by the retailer, or retailer address (if not displayed on line 1). The allowable space for sign text is 19" x 7" as centered within the panel.
4. Message one shall be no larger than 3" in height. Message two shall be no larger than 3 1/2" in height. There must be a 1/2" space between message one and message two.

Note:

- Signs are intended to direct pedestrian traffic to retail businesses on streets located to the north and south of 1st Street (Park Avenue, Magnolia Avenue and Palmetto Avenue), extending from Marina Isle/RiverWalk to 3rd Street, and for Sanford Avenue extending from 1st Street to 6th Street.
- Signs must be renewed annually per the published fee schedule by October 1st and fees may not be pro-rated.
- Failure to renew business tax receipt(s) may result in removal of merchant sign.
- Code Enforcement violations may result in removal of merchant sign.

Text Area Boundary:



Border Area Boundary:



Font Options:

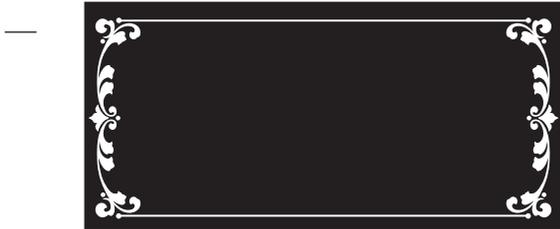
- | | | | | | |
|--|-------------------|-------------------------------------|-------------------|--------------------------------------|-------------------|
| <input type="checkbox"/> Times New Roman | Restaurant | <input type="checkbox"/> Harrington | Restaurant | <input type="checkbox"/> Benguiat | Restaurant |
| <input type="checkbox"/> Perpetua | Restaurant | <input type="checkbox"/> Americana | Restaurant | <input type="checkbox"/> Arial Black | Restaurant |
| <input type="checkbox"/> Myriad | Restaurant | <input type="checkbox"/> Chalet | Restaurant | | |
| <input type="checkbox"/> Garamond | Restaurant | <input type="checkbox"/> Bodini | Restaurant | | |

Application for Downtown Merchant Sign

Continued

Border Options:

Indicate choices 1, 2, 3, in order of preference



OFFICIAL USE ONLY

Approved

Denied

Application No: _____

Fee: _____

Date: _____

Administrative Official

Date: _____