



Historic District Business Sign Application

City of Longwood Community Development Services Department
174 W. Church Ave., Longwood, FL 32750 – (407) 260-3462

Program Guidelines

The Longwood Historic District Business Sign Program provides advertising visibility for businesses in the City's Historic District. The program allows merchants to post signage in City-owned right-of-way advertising their location to potential customers along key streets in the Historic District.

Eligibility

- Eligible participants must be business owners within the Historic District.
- Participation is based on a first-pay, first-served basis, with businesses on waiting lists given priority over new requests. Eligible participants pay for the ability to advertise in city right-of-way (or easements favorable to the City) with the City retaining ownership of all signage materials and structures used in the program.

Sign Fee:

- Participants pay a one-time initial posting fee per sign panel (\$40), which covers the actual cost of the vinyl wrap containing the business name on the sign panel.
- Applicants will receive a proof of their design for approval before the vinyl wrap takes place.

Annual Program Fee:

- An annual program fee is due on October 1st of each year of participation in the program.
- New participants joining the program will pay a quarterly prorated cost of the first annual fee payment based upon the quarter in which they joined. The following year the business will pay the regular \$100.00 annual fee.

Process:

- Business owners desiring to participate in the program shall fill out this Historic District Business sign application, which will contain a map showing available sign locations.
- Sign panels shall be assigned on a first-come, first-served basis ordered from top to bottom on each sign.
- It was determined during community meetings that the Longwood Historic District business owners prefer a uniform aesthetic for signage. As such, this Historic District Application will limit design choices by background color, font, font size, and text color.
- If there are no available sign locations at the time of request, each business will be kept on a waiting list and notified once an empty slot becomes available.

Installation of New Sign Pole Locations:

- The location and number of businesses and courtyards in the Historic District can be expected to fluctuate over time creating or decreasing demand for signage poles at different locations.
- Business owners that desire to have an additional signage pole installed may make a request to the Planning Division of the City of Longwood to install additional poles. It remains the sole right of the City to refuse any request for additional poles and new poles may require approval from the City Commission. All aspects of any new sign pole including design and location of placement will remain within the sole discretion of the City Commission via the Longwood Community Development Services Department.

Maintenance:

- The City of Longwood will be responsible for maintaining the sign poles, keeping them clean and in working order.

Termination/Withdrawal/Business Closure:

- Termination: Participants will be notified in writing if they are in violation of the program guidelines and will have 30 days to rectify any issue. Common issues for termination would be non-payment of the annual fee or non-payment of the Business Tax Receipt.
- Withdrawal: Businesses desiring to end participation in the program must notify the City of Longwood in writing sixty (60) days prior to the annual participation fee payment. Once notified, the City will remove the sign and make the space available for another business.
- Moving/Business Closure: Businesses that move outside of the eligible participation area for the program or that cease to operate will have their sign removed. If a business moves within the eligible participation area, and there is space available for their sign at a new pole location, the City will move the sign at no charge. If space is not available the business will be placed on the waiting list until a space becomes available. The business will not be required to repay the initial posting fee if they move within the eligible area.
- Revenues: Funding received by the program will be dedicated to maintaining and improving the Historic District Business Sign Program including any maintenance costs associated with the program, forward funding additional sign pole locations, and other programs or projects benefitting the Historic District.

I have read the above Historic District Business Sign Guidelines and agree to abide by them. I understand that by participating in the program, I will be assessed an annual program fee in the amount of \$100 due October 1st of each year of participation in the program.

Printed Name

Signature

Business Name: _____ E-mail Address: _____

Physical Address: _____ Phone: _____

Business Mailing Address: _____

Payment Due at Application

One Sign Panel

- \$40 Sign Posting Fee (\$80 for two panels)
- Annual Fee
 - \$100 Between Oct. 1 and Dec. 31
 - \$75 Between Jan. 1 and Mar. 31
 - \$50 Between Apr. 1 and Jun. 30
 - \$25 Between Jul. 1 and Sep. 30

Two Sign Panels

- \$80 Sign Posting Fee
- Annual Fee
 - \$200 Between Oct. 1 and Dec. 31
 - \$150 Between Jan. 1 and Mar. 31
 - \$100 Between Apr. 1 and Jun. 30
 - \$50 Between Jul. 1 and Sep. 30

To complete your application, fill out Page 3 and 4 to design your sign panel. You will receive a proof for your approval prior to the sign being printed as well as confirmation of availability of your desired sign location. You will also receive an e-mail letting you when your sign panel has been placed.

Please return this application to Community Development Services at 174 W. Church Ave. in Longwood. If you have any questions regarding this program or application, please call (407) 260-3462.

Step 1. Choose your desired sign location.

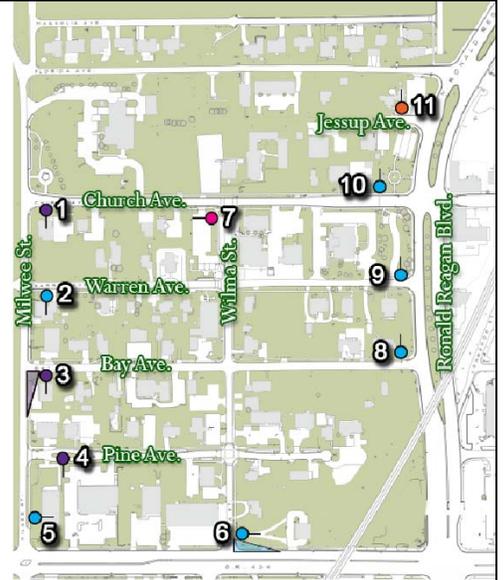
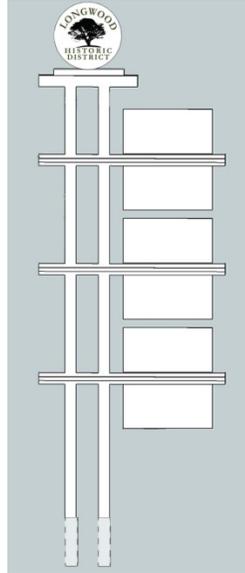
Each business holder sign contains six panels. If a sign has no panels available you will have the option of choosing a different sign or being placed on a waiting list. The intent of the program is to draw visitors into the District from main roads, sign locations will be reviewed accordingly.

You are allowed a secondary sign panel; however, businesses with only one sign panel take precedence. If a sign fills up with 6 primary sign panels, the secondary panel will be relocated.

Primary Sign Location: _____

Secondary Sign Location (optional): _____

Sign Panel Example



Step 2: Select your message.

- ❖ A sign face shall contain two or three lines. The lines may include the retailer name or address, service provided by the retailer, and/or retailer address.
- ❖ The allowable space for sign text is 21" x 9" as centered within the panel.
- ❖ No line shall be less than 2". There must be at least 1/2" space between lines.
- ❖ Where an address is used, it shall be abbreviated as follows: "174 W. Church Ave."

Text Area Boundary:



Border Area Boundary:



Please print your message on the scaled area below. You will receive a proof prior to printing.

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21
1																					
2																					
3																					
4																					
5																					
6																					
7																					
8																					
9																					

Step 3: Select your font and background color.

Select a background color and up to two font types from the options below. If you have two font types, please indicate on Step 2 which line will be in each font.

Background Color Options:

- B1 Black B2 Green B3 Blue B4 Burgundy

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 | | |

Step 4: Select your border.

All sign panels must have a border.

Border Options:
Check ONE

- | | | | |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> |  | <input type="checkbox"/> |  |
| <input type="checkbox"/> |  | <input type="checkbox"/> |  |
| <input type="checkbox"/> |  | <input type="checkbox"/> |  |
| <input type="checkbox"/> |  | <input type="checkbox"/> |  |
| <input type="checkbox"/> |  | <input type="checkbox"/> |  |