

City Of Mount Pleasant Texas Historic District Design Guidelines



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Preface

This document addresses parameters for the Mount Pleasant Historic District and the Central Business District. It follows the Mount Pleasant ordinances 155.48, 150.154, 150.160, regulations for Non-profit Temporary Banners, Temporary Banners, and the Texas Historical Commission protocols to conform with the Texas Main Street Program.

This publication is a project of the City of Mount Pleasant Main Street Advisory Committee.

Jey Yancey, President
McCall Dyke, Vice-President
Claribel Banda, Main Street Secretary
Lynn Barrett, AICP, Director of Development Services
John Akrum, Building Official – Code Compliance
Sheila Donnelly
Lesla Tyler
Suzanne Walker
Sheila Johnson
Edgar Mayorga
Jase Merritt
Lauren Ferguson

The City of Mount Pleasant Historic District Design Guidelines have been made possible through the collaboration from:

The Texas Historical Commission.

The City of Mount Pleasant Building Official Department.

The City of Mount Pleasant Code Compliance Department.

The City of Mount Pleasant Main Street Program.

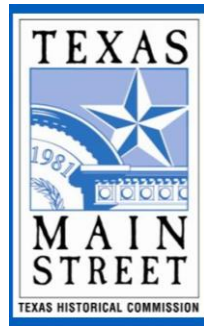
The City of Mount Pleasant Historic Preservation Commission.

The City of Mount Pleasant Historic District Design Guidelines

The City of Mount Pleasant
501 N. Madison Ave.
Mount Pleasant, TX 75455-3650
903.575.4000

Main Street
903.575.4131

Revision February, 2025.



Welcome to Downtown Mount Pleasant

A Texas Main Street City

Just by being in downtown Mount Pleasant you have the distinct honor of being in the Main Street District of the City of Mount Pleasant.

Our charming and resurgent Downtown district dates to the 1800s and features a great blend of shopping, history, dining, and much more. As a Main Street America™ Accredited program, Mount Pleasant Main Street is a recognized leading program among the national network of more than 1,200 neighborhoods and communities that share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development.

These guidelines and standards are intended to preserve and maintain the character of the historic buildings. They reinforce and protect the defining features which are common to the district, as well the qualities unique to this community and to each building.

Main Street America has been helping to revitalize older and historic commercial districts for over 40 years. Comprised of small towns, mid-sized communities, and urban commercial districts, Main Street America represents the wide diversity that makes this country so unique.

The most exciting work is ahead of us, and we look forward to partnering with you to make good on its promise.

Main Street
City of Mount Pleasant
903.575.4131
cbanda@mpcity.org

What is Main Street?



Main Street is a proven downtown revitalization strategy that has been widely successful in towns and cities nationwide. Mount Pleasant became an Official Texas Main Street City in 1993 and is affiliated with the Texas Historical Commission. The Mount Pleasant City Council appoints nine individuals to serve on the Main Street Advisory Board.

The four points in the Main Street approach are accomplished by the cohesive efforts of four separate local committees working together to build a sustainable and complete downtown revitalization effort.

The Mount Pleasant Main Street District is a 42- block area located in the central business district of downtown Mount Pleasant.

Our Vision Statement

Main Street Mount Pleasant is and will remain the heart of our city and a place where residents and visitors alike can take pride and pleasure in visiting, living, doing business, continually preserving and revitalizing.

Our Mission Statement

The mission of the Mount Pleasant Main Street Program is to support and enhance a vibrant historically preserved and economically sound downtown district through community wide participation and mutual partnerships while utilizing the sound principles of the Main Street Four Point Approach of economic vitality, design, promotion, and organization.

THE MAIN STREET FOUR POINT APPROACH

The Main Street Program offers a four-point approach to downtown revitalization that has been successful in more than 1,000 towns and cities throughout America.

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



The Mount Pleasant Main Street Program will be guided and informed by our commitment to:

Collaborate - we work together to keep our downtown valued.

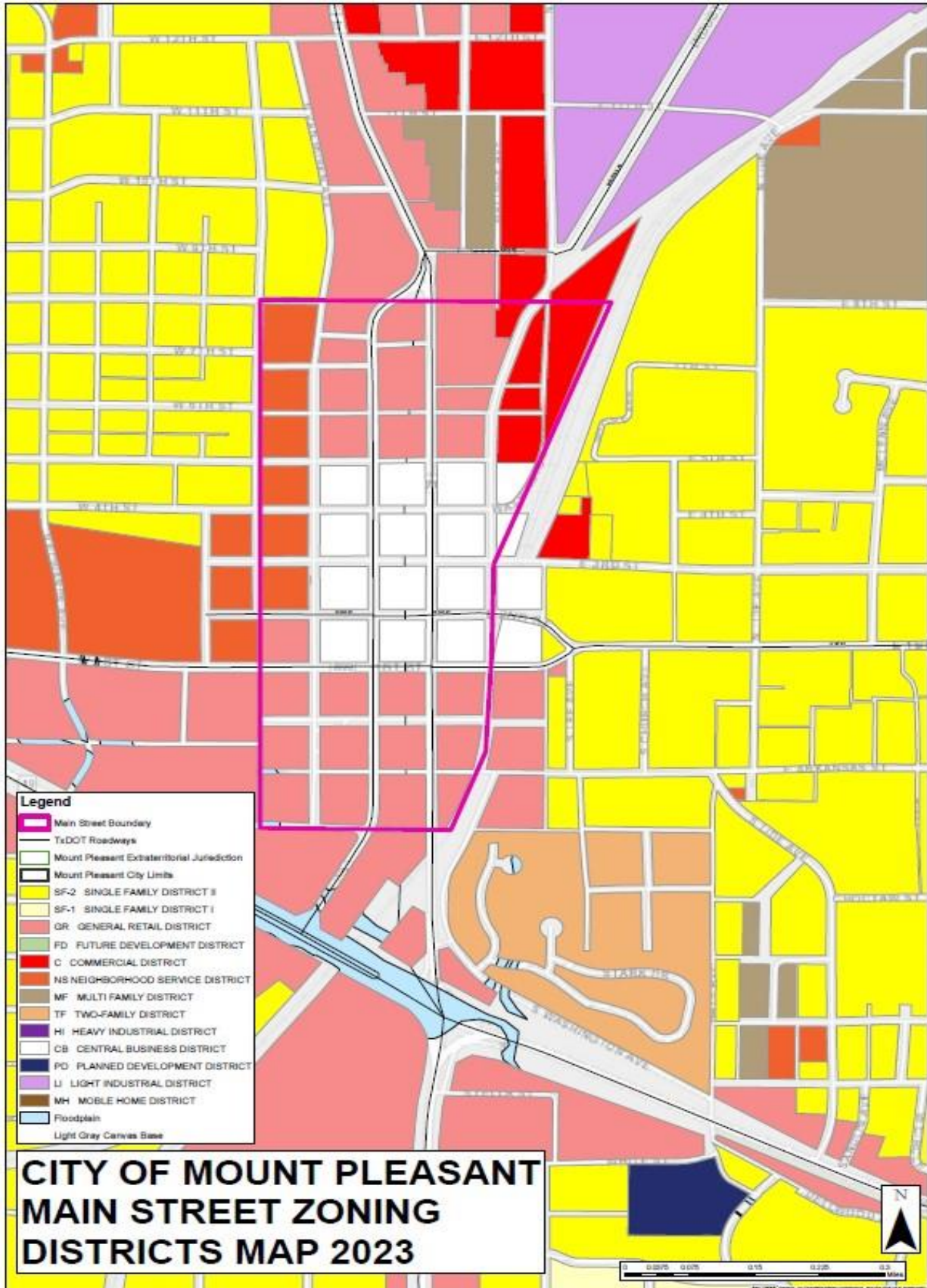
Veracity - we stay true to our community and our historical significance.

Modernization - while preserving historical character - we keep our downtown usable and inviting.

Distinction - we want to be our own community.

Responsibility - we understand the importance of preserving our history and the heart of our city.

Main Street District Map



Brief History of Mount Pleasant

The unique and natural landscape surrounding Mount Pleasant has historically attracted inhabitants to the region. Descendants of the Caddo Indian tribe crossed the area and early settlers referred to the region as “Pleasant Mound.” Although erosion eliminated many of the oldest mounds in the area, pilgrims living in the region before 1900 commented on their existence. Colonists eventually modified the name to Mount Pleasant.

Due to its distinctive location in the corner of northeast Texas, surrounded by trees, natural mineral springs with red, white, and blue headwaters, the area that housed Mount Pleasant appeared on maps for both Red River County, the Republic of Texas, and Miller County, Arkansas. Only when Texas joined the United States in 1845 did the northeastern boundaries of Texas become clarified.

Mount Pleasant has been the county seat of Titus County since 1848. It became a tourist destination in the first half of the twentieth century after the discovery of nearby mineral springs.



The Red Mineral Springs Development Company sought to establish a commercial resort on the south end of town, where colored mineral waters had attracted early natives and 19th century bottlers.

In the 1910s, North America’s first transcontinental highway, known as the Jefferson Highway, connected New Orleans, Louisiana, with Manitoba, Canada, and passed through Downtown Mount Pleasant. Pillsbury Street became Jefferson Avenue, Kaufman Street became Madison Avenue, and a few other roads in town took on presidential names at that time.

Realizing the potential impact of easier travel on tourism and commerce, Mount Pleasant citizens advocated for improved roads, passing a \$1-million bond. The Federal-Aid Road Act of 1916 established the Texas Highway Department, which passed on federal funds to local communities, including Mount Pleasant. In 1917 the Bankhead Highway was officially routed through downtown.

Mount Pleasant was promoted as the point where the Mexico division of the Bankhead branched off the main route and extended southwest toward Mexico City. Today, Mount Pleasant continues attract visitors to its regional lakes and hosts many downtown events. The Historical Museum at the Mount Pleasant Public Library illustrates the preciousness of the city’s stories and rich past.

Downtown History and Present

The Jo's Coffee building located on the southeast corner of the square is the oldest structure in downtown. "Thomas Caldwell, C.C. Carr, 1894" appears on the rear threshold.



Courtesy of Linda Baker.

In 1907 the Masonic lodge purchased the building. The members, also called brothers, held their meetings on the second floor and rented out the first floor.

During the years of 1948 to 1963 the supermarket "Scarborough's Grocery & Market" occupied the building as a retail commercial establishment. Offering consumer goods including food, hygiene items, perfumery, and personal care products. Scarborough's operated at this location for 15 years with a Coca Cola mural on the side of the building.

In the spring of 2015 Jo's Coffee Shop started by a community of people desiring to see a united and transformed Mount Pleasant. Operating as a non-profit and providing flavorful coffees and teas.



Courtesy of Linda Baker.

Today, Jo's Coffee Shop operates the building. The mural on the south side of the facility is an homage to the Dr. Pepper bottling plant that once existed on the north side of the block.

The building provides a distinctive atmosphere for any occasion. The Upstairs space is available to be rented for special celebrations and community events. The Downstairs space is available after hours and Sundays.



Courtesy of East Texas Journal.

Hamilton's Jewelry Store is the oldest retail establishment in town. Going back four generations and over one hundred years of heritage and tradition. Barry Hamilton's great grandfather started the business in 1885 in Franklin County. The business moved to Mount Pleasant in 1904 on Jefferson Avenue between Second and Third Street.



Courtesy of Barry Hamilton.

In 1945 the business relocated a few doors down to the Stevens Drug Store. Pictured here are Joseph Hamilton (far left) and John B. Stevens (second from left).



Courtesy of Linda Baker.

Hamilton Jewelry has remained on Second Street, on the north side of the square. Pictured here (from left to right) Vitoria Owens, Brittany Augustus, Jacey McElveen, and Brandie Tobin.



Courtesy of Linda Baker.

Hamilton's Jewelers is a Mount Pleasant treasure. This family-owned business has been forwarded down and bought by each generation. The spirit of outstanding service, value and quality has been the threads that unifies the four generations of the Hamilton's family across the decades. Jewelry experts, curating jewels and precious metals finely crafted them into wearable art.



Courtesy of Lynch Harper/ East Texas Journal.

Titus County Courthouse is in the middle of the square on landscaped grounds. It is the sixth courthouse and the result of a remodel of the fifth courthouse, an older building erected before the turn of the 19th century.



Courtesy of John Williams.

The first courthouse was built in 1846. The second courthouse was a two-story frame structure built in 1851. The third courthouse was a two-story brick structure built in 1859. The building collapsed in 1867. The first three courthouses were accidentally burned down, the fourth courthouse burned in 1896.



Courtesy of Kerry Wootten.



Courtesy of Linda Baker.

The present courthouse building was constructed in sections with the center section rising to the fourth story. The roof line is flat. In 1939, during the administration of County Judge C. T. Neugent, the contract for remodeling and enlargement was awarded to O. L. Crigler, who removed an old clock tower, added two stories and two wings.



Courtesy of Linda Baker.

The building was remodeled and enclosed in 1961 and 1962. The architect was Louis B Gohmert of Mount Pleasant, and the contractor was Newman Construction of Atlanta, Texas. The building was renovated in 1991 returning the building to the 1940 style. The architect was Kent Harris of Eubanks-Harris of Tyler, and the contractor was Clark Construction Company of Clarksville.



CERTIFICATE OF APPROPRIATENESS (COA) APPLICATION

Required for all exterior modifications of properties within the Main Street Historical District.

[Main Street Historical District Map - Click Here](#)

Email completed application with required supporting documents to jankrum@mpcity.org

PROPERTY INFORMATION:

Building/Site Address: _____

PROPERTY OWNER INFORMATION:

Name: _____ Business Name: _____

Address: _____ Mt. Pleasant, TX 75455

Phone: _____ Email: _____

APPLICANT INFORMATION (IF DIFFERENT THAN OWNER):

Relation to Property Owner (i.e., tenant, employee, etc.) _____

Name: _____ Business Name: _____

Address: _____ Mt. Pleasant, TX 75455

Phone: _____ Email: _____

Unless otherwise requested in writing by the owner, all correspondence will be with the above-names applicant.

SIGNATURE

By signing this application, I hereby certify that I am the owner of record and authorizes the proposed work and/or I have been authorized by the owner to make this application as his/her authorized agent.

Applicant Signature	Print Name	Date
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Property Owner Signature	Print Name	Date
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PROJECT DESCRIPTION:

(Please describe in detail the work you intend to complete. If necessary, continue on additional sheets.)

REQUIRED ATTACHMENTS:

Each COA should be accompanied by a current photograph(s) of the existing building as well as a detailed description and sketches or drawings depicting all proposed alterations, additions or new construction intended.

PLEASE CHECK ALL THAT APPLY:

Exterior Building Paint (submit colors with application for approval)

Exterior Mural Paint (submit colors with application for approval)

Awning Signage Entrance/Door Roof

Lighting Windows Masonry New Construction

Other (explain) _____

Name of Contractor: _____ Contact Number: _____

Name of Contractor: _____ Contact Number: _____

CLICK ON ORDINANCE BELOW FOR MORE INFORMATION

[150.154 Signs in the Main Street Historical District](#)

[155.48 Sign Regulations](#)

[150.160 Non-Fixtures in Historic District](#)

This is not a building permit application. A separate building permit application must be completed and approved by the Code Enforcement Department before starting work.



DESIGN ASSISTANCE

Mount Pleasant is designated as a Texas Main Street Program which is a program of the Texas Historical Commission. The Texas Historical Commission employs architects who specialize in the care and design of historic buildings.

Buildings – If you would like to make improvements to your downtown building, the Mount Pleasant Main Street office can ask for help from the state office for design services. In general, the Main Street Manager will provide the architects with photos of your building as it is currently and how it may have looked in the early 1900's if photos are available. They may also want to know the type of business that is in the building and what type of work and/or budget the building owner or business may have to work with. The architects will provide drawings to the Main Street Manager to deliver to the building owner or business owner.

Signs – If you are in the market for a new sign, the Texas Main Street Office can also provide you several sign designs to consider before making your purchase. They will suggest sign style, color, and proper placement on your particular style of building. They will work with your ideas to give you several options.

Please call the Main Street Office at 903-575-4131 if you wish to access design assistance for your downtown building.

Examples

Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Why Preserve?

Historic preservation recognizes and safeguards history and local heritage. The city is growing, and newcomers may not realize the uniqueness and preciousness of the city's history. Older buildings foster a sense of place by maintaining the character and culture of a particular street or neighborhood. Every community holds valuable pieces of the past. The historic elements are responsible for keeping a community's collective heritage part to its present. The process of historic preservation helps to ensure that these ties remain strong and that those resources remain intact for the enjoyment of future generations.



Older buildings support small local businesses.

Buildings often outlive their original purpose. Outdated gas stations become obsolete, factory and mill buildings remain standing long after the industries they supported disappear, or architecturally ornate government buildings stand vacant as societal needs change. However, repurposing old buildings for small businesses have many benefits.

Repurposed buildings can provide distinctive design, character, and appeal. Furthermore, these direct access to prime locations and the chance to support and enhance the community. Small, non-chain businesses are more likely to thrive in areas with higher concentrations of older buildings, especially those with a diverse range of sizes. This helps to support a resilient, adaptable local economy.



Preservation supports cultural vitality.

The purpose of preservation is to protect the distinctive historic qualities of longstanding places. Historic places can be used for their original purposes or be used in other ways that allow them to retain their significance. An example of this would be converting a former hospital into a Certified Public Accountant office.

Older buildings are more sustainable, support affordable housing, and help small businesses to start and grow. Older buildings are a better fit for arts and cultural organizations in terms of space and price.



Preservation contributes to the local economy.

A community may choose to preserve a building or district because of its historical importance, as part of beautification projects, or to increase tourism.

- Preservation tax incentives generate \$4-5 in local private investment for every dollar spent at the federal level.
- Rehab of designated historic buildings spurs the investment of around \$772 million per year in the Texas economy.

Preservation strengthens and stabilizes property values.

The economics is in favor of a positive effect of historic districts on property values. “Virtually every analysis that has been done on the economic impact of historic district protection has indicated that values have maintained at worst, and usually are enhanced, because of historic district status,” writes real estate and historic preservation expert Donovan Rypkema (1994b)

In a study of National Register districts in Philadelphia, economists Paul Asabere and Forrest Huffman wrote:

“Residential parcels located within historic districts appear to attract a substantial price premium of 131 percent. The price premium associated with nonresidential parcels within historic districts are, however, insignificant.” (Asabere and Huffman 1991, p.6)

The 2001 study undertaken by the Center for Urban Policy Research at Rutgers concluded that: “Historic designation means a higher average value, a higher value in comparison to equivalent homes, and a greater return on investment. Historically designated districts brought an 8.6% greater return to investment than the control districts. Between 1998 and 2003, property values climbed 27.2% in historic districts but only 18.6% in the non-designated neighborhoods.”

Preservation creates local jobs.

Between \$0.60 and \$0.70 of every dollar spent on historic preservation activities goes to jobs. In contrast, new construction spends \$0.50 of every dollar on jobs, with the remaining \$0.50 spent on materials—funds which are sent to big-box stores and corporate offices outside the local economy.

In 2013, more than 79,000 jobs in Texas were created by historic preservation activities, supporting local tourism, retail, construction, and manufacturing.

Federal historic preservation tax incentives generated \$7 billion in GDP and 122,000 jobs in 2020. Program has generated \$195.2 billion in GDP since 1978.

Purpose

The City of Mount Pleasant Historic District Design Guidelines (“Historic Design Guidelines”) establish baseline guidelines for historic preservation and design. The Historic Design Guidelines apply to all exterior modifications for properties that are individually designated landmarks or within a locally designated historic and main street district. All applicants are encouraged to review the Historic Design Guidelines early in their project to facilitate an efficient review process.

These standards are intended to provide a foundation for the development and preservation of the historic buildings. They will help provide clear direction to residents, property owners, design professionals, potential construction applicants, and business owners.



The purpose of preservation is to protect the defining features of historic buildings and to safeguard those visual elements which are common to the district, as well as the qualities unique to this community and to each building. Preservation of historic buildings has important economic values and produces certain economic benefits for both private sector and the public at large.

Preservation projects can be profitable; and preservation strategies make sound fiscal sense. It is not simply making old buildings look new. New materials should only be used when original materials are not adequate or repairable. When addressing changes to an individual building, it must not be out of context. Modifications affect the block as a whole and should have the broad interest of the community in mind.



"Historic preservation has become a fundamental tool for strengthening American communities. It has proven to be an effective tool for a wide range of public goals including small business incubation, affordable housing, sustainable development, neighborhood stabilization, center city revitalization, job creation, promotion of the arts and culture, small town renewal, heritage tourism, economic development, and others."

– Donovan Rypkema, *Measuring Economic Impacts of Historic Preservation*, 2011.

The Historic District Design Guidelines are intended to:

- Provide increased clarity for residents, property owners, design professionals, and potential construction applicants.
- Provide more predictability in the interpretation and implementation of the Historic Preservation Commission and in the review process.
- Provide graphics and photographic examples to help ensure consistent administration and to illustrate a range of possible approaches, both good and not so good; and
- Provide a foundation for the development of district-specific guidelines to address issues and variations that are unique to Mt Pleasant's individual historic district.

The Historic District Design Guidelines are not intended as a substitute for consultation with qualified architects, contractors, attorneys, and City staff.

General Considerations

Identify that which is important and "Character-Defining."

- If it is in good condition, keep it.
- Replace only when beyond repair.
- Retain and repair if deteriorated.
- Reconstruct only when can do so accurately using periodical photos, ghosts images or outlines of what was there.
- New Construction should be done in such a way that it has minimal effect on the original building, and if removed, would not irreparably change the original structure.

It should be noted that buildings constructed prior to 1959 may be eligible for listing on the National Register of Historic

Places and shall be evaluated for their significance and contribution to the more recent development of Mount Pleasant.

It should be noted that it is the applicant's responsibility to review all current ordinances of the City of Mount Pleasant to ensure full compliance.

A Certificate of Appropriateness must be obtained prior to the commencement of any project within the Historic and Main Street District.

It should also be noted that a Certificate of Appropriateness does not constitute a Building Permit and the undertaking may require a Building Permit to perform the work.

Historic and Central Business District Sign Regulations

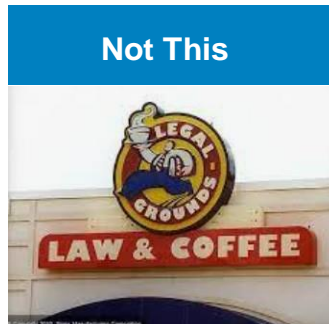
All signs in the Historic and Central Business District must be permitted and a Certificate of Appropriateness submitted before the sign is installed.

Wall Signs

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4) *,**

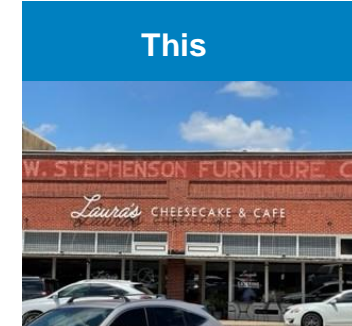
(A) Number of signs.

- (1) Each building may have one signboard or projecting sign oriented to its primary or entrance frontage.
- (2) A building located at a corner may also have one signboard oriented to its secondary or side street entrance.
150.154 (A) (1-2)



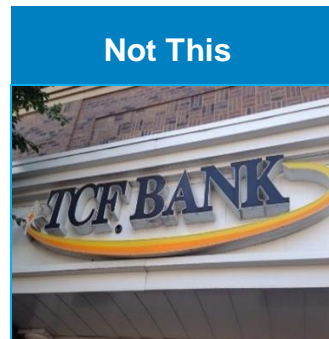
(C) Size of signs.

- (1) Signboard maximum size shall be based on the following:
 - (a) For every one linear foot of the building primary or entrance frontage, two square feet of sign area shall be allowed.
 - (b) Signboards on secondary or side street frontage shall not exceed the size of signboards on the primary or entrance frontage.
150.154 (C)



(D) Materials

- (1) Interior illumination for signs shall not be allowed.
- (2) **Plastic** shall not be allowed for sign faces.
- (3) No fluorescent materials and/or paints shall be allowed. 150.154 (D)



(E) Avoid damaging or obscuring architectural details or features when installing signs

- (1) Minimize the number of anchor points when feasible
- (2) Do not penetrate brick when attaching a sign to a masonry building

*Banners are prohibited in the central business district.

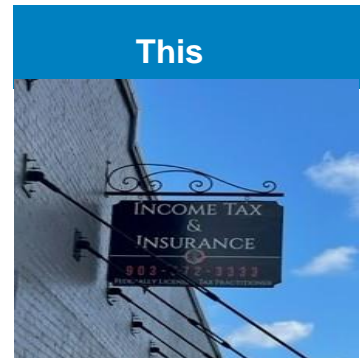
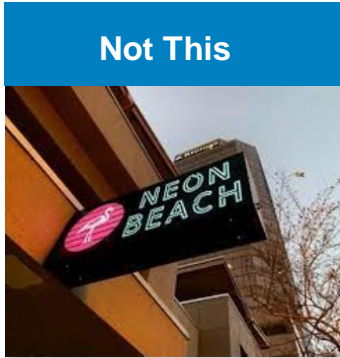
**Banners are not allowed on buildings in any district.

155.48 (H)

Projection Signs

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

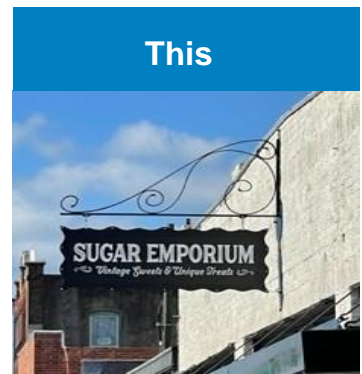
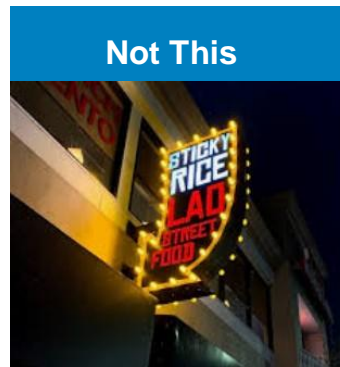
- (1) **Projecting signs** shall have a minimum clearance from the sidewalk of ten feet, and shall not project more than 60 inches, or one half of the sidewalk width, whichever is less. 150.154 (B)(3)



- (5) **Projecting signs** shall be no more than 15 square feet in size, with a maximum sign height of three feet. 150.154 (C)(5)

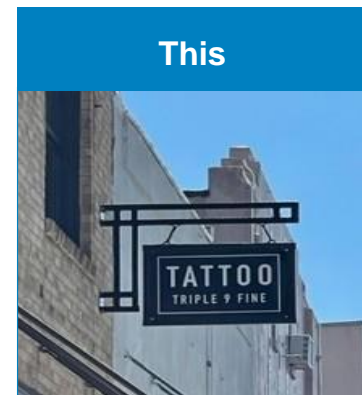
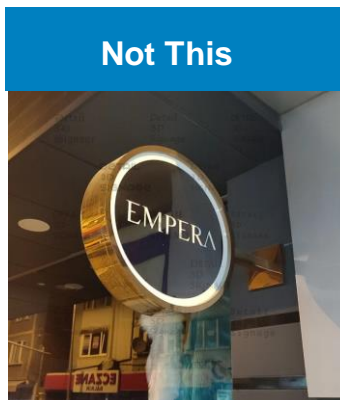
(D) Materials

- (1) Interior illumination for signs shall not be allowed.
- (2) **Plastic** shall not be allowed for sign faces.
- (3) No fluorescent materials and/or paints shall be allowed. 150.154 (D)



(E) Avoid damaging or obscuring architectural details or features when installing signs

- (1) Minimize the number of anchor points when feasible
- (2) Do not penetrate brick when attaching a sign to a masonry building



Hanging Signs

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

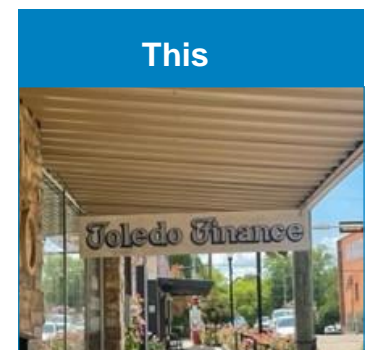
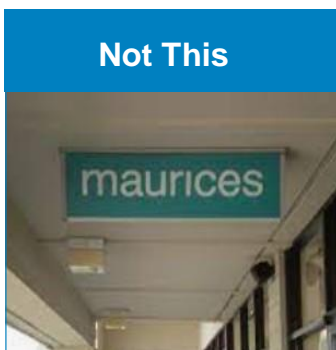
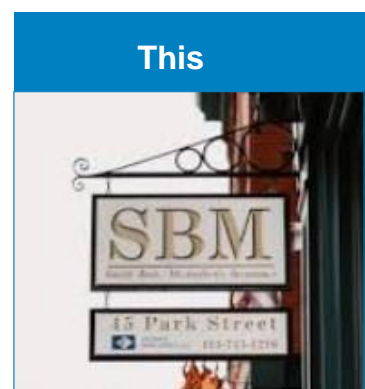
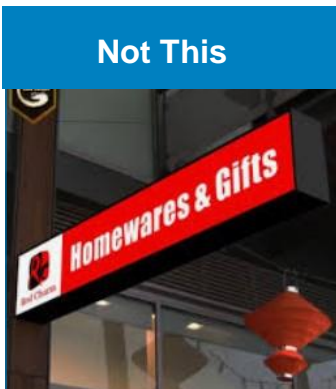
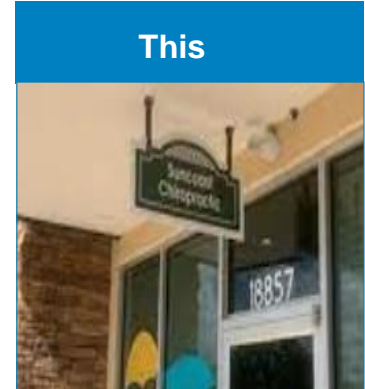
(2) Hanging signs shall be allowed when such signs have a minimum clearance of seven feet from the sidewalk and do not extend beyond the awning or canopy projection. 150.154 (B) (2)

(D) Materials

- (1) Interior illumination for signs shall not be allowed.
- (2) **Plastic** shall not be allowed for sign faces.
- (3) No fluorescent materials and/or paints shall be allowed. 150.154 (D)

(E) Avoid damaging or obscuring architectural details or features when installing signs

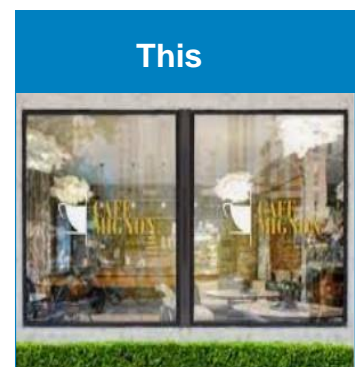
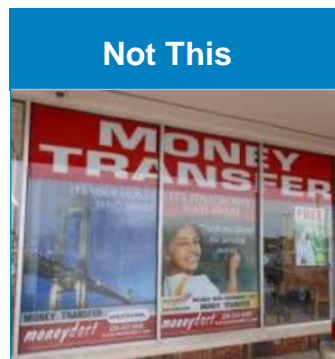
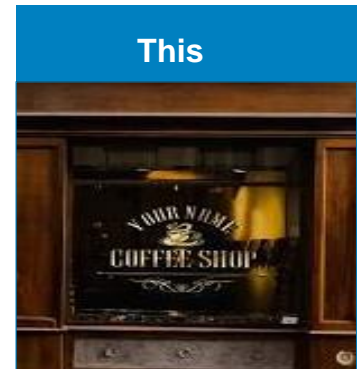
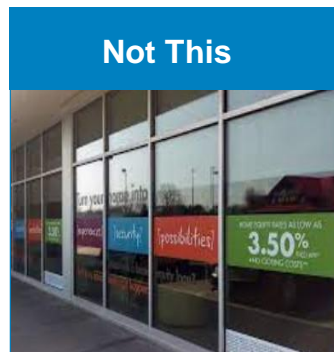
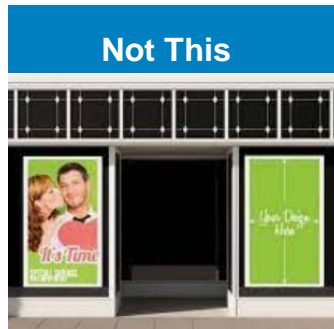
- (1) Minimize the number of anchor points when feasible
- (2) Do not penetrate brick when attaching a sign to a masonry building



Window Signs

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

(2) Window signs shall cover no more than 40% of the total glass 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 graphics. 150.154 (2)

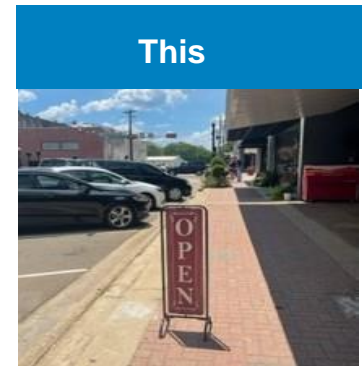
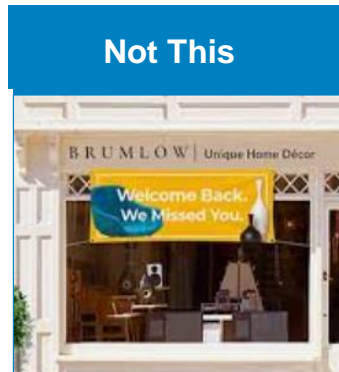


Temporary Signs

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

Central Business District *

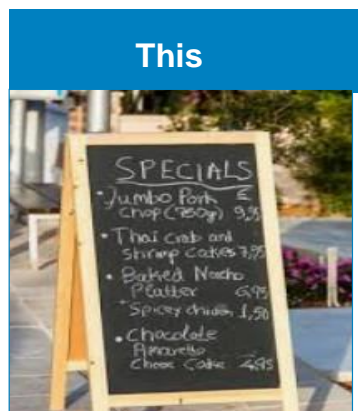
(4) In addition to a signboard, projecting sign, or awning face sign, a building may have one **pedestrian sign** oriented to each street on which the premises have frontage, relating to the occupancy within the building. 150.154 (4)



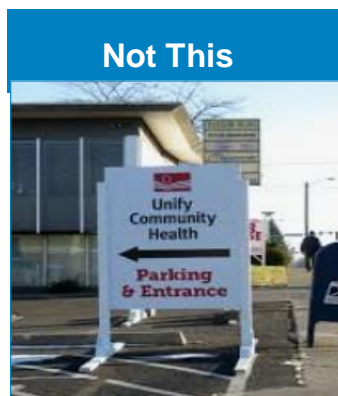
Historic District **

(H) Temporary signs. Temporary signs shall be allowed only in the following districts: GR, C, LI, and HI; shall not be attached to buildings, fences, trees, utility poles or trash receptacles, limited to 25 square feet except where expressly permitted by one of the following sections: 155.48

(2) Temporary signs which contain or are illuminated by flashing, intermittent, or moving lights are prohibited in all zoning districts; 155.48



(3) Off premise temporary signs are prohibited; 155.48



***Banners are prohibited in the central business district**

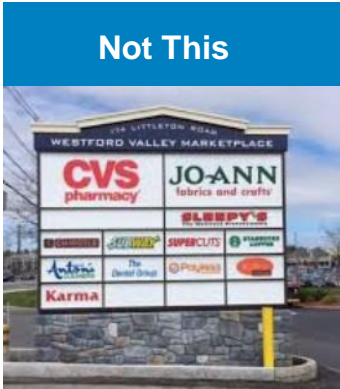
****Banners are not allowed on buildings in any district 155.48 (H)**

Detached Signs

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

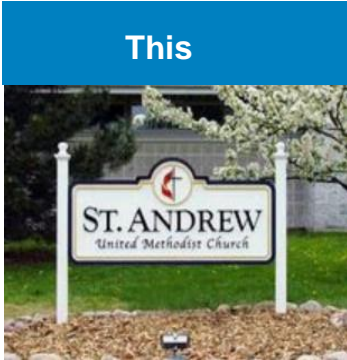
(C) Size of signs.

- (1) Signboard maximum size shall be based on the following:
 - (a) For every one linear foot of the building primary or entrance frontage, two square feet of sign area shall be allowed.
 - (b) Signboards on secondary or side street frontage shall not exceed the size of signboards on the primary or entrance frontage.
- 150.154 (C)



(D) Materials

- (1) Interior illumination for signs shall not be allowed.
- (2) **Plastic** shall not be allowed for sign faces.
- (3) No fluorescent materials and/or paints shall be allowed. 150.154 (D)



(E) Pole Mounted/Freestanding Sign

- (1) Should be mounted on one or two simple poles
- (2) Pole to be appropriate to the commercial context
- (3) The top of the sign should not rise above the top of the street level storefront of a traditional commercial building
- (4) Sign panels that stretch to the ground are inappropriate



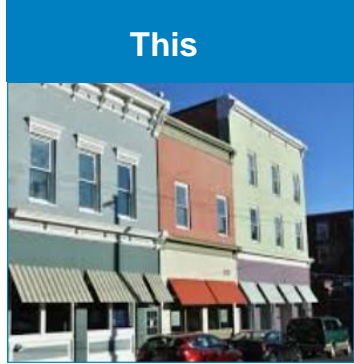
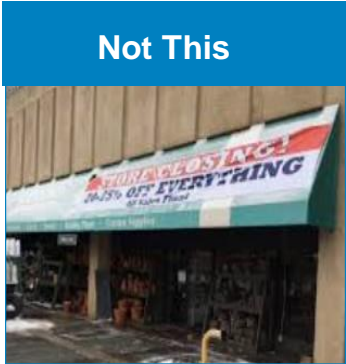
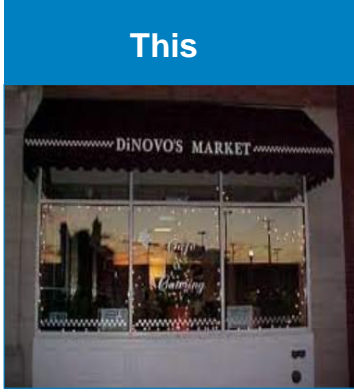
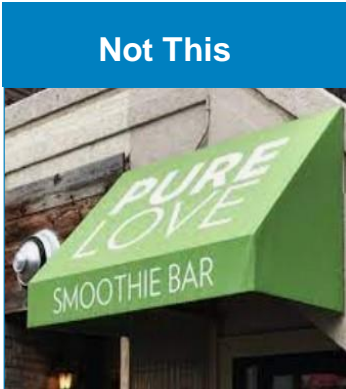
***Banners are prohibited in the central business district**
****Banners are not allowed for permanent or long-term use**
155.03

Awnings

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

(1) Awning signs shall be allowed when such signs are painted or attached to the awning surface. 150.154

(4) Awning sign size shall not exceed the surface of the awning. 150.154



All awning even if there is no signage require a permit and certificate of appropriateness before the awning is installed. Awning should not obstruct architectural features and lettering should reflect the character of the building and nature of the business

Lighting

Signs which are out of keeping with the character of the historic district in question or not in compliance with §150.154 shall not be permitted; 150.152 (A) (4)

(1) Lighting Source - Use only indirect or bare bulb sources that do not produce a glare to illuminate signs. all illumination shall be steady and stationary. Internal illumination should not be used

(2) Neon Lighting - Incorporate neon lighting as integral architectural element or artwork appropriate to the site if used.

Not This



This



Not This



This



Not This



This



Murals

A mural is a painting located on the side of the building whose content, generally, should reflect a culture, historic, or environmental event(s) or subject matter from Mount Pleasant TX.

(A) Design murals with the materials appropriate to Downtown Mount Pleasant and its environment

- (1) The mural may not depict a commercial product brand, name, or symbolic logo that is currently available
- (2) The content should reflect a cultural, historic, or environmental event(s) or subject matter from Mount Pleasant TX.

(B) Integrate a mural into the overall building design

- (1) The mural should compliant the wall on which it is placed.
- (2) It should not obscure key features of a historic building.



General Information

§ 155.48 Sign Regulations

(A) Generally. The regulations set forth in this section qualify or supplement, as the case may be, the district regulations appearing elsewhere in this chapter. For the purposes of this section, the term SIGN shall refer to both single-faced and double-faced signs, with the area of a double-faced sign calculated on the basis of only one face of the sign.

(B) Signs within SF-1, SF-2, TF, MF, MH, NS and FD Districts. Signs in these districts shall be limited to:

- (1) One-and two-family dwelling units are limited to a name plate of four square feet;
- (2) One attached owner-identification sign shall be permitted for each thoroughfare more than one that abuts the property;
- (3) One detached owner-identification sign shall be permitted for each thoroughfare more than one that abuts the property;
- (4) Detached signs shall not exceed 40 square feet in area.

(C) Signs within CB District. Signs in this district shall be subject to the following requirements:

- (1) One attached sign pertaining to the occupancy of the premises or commodities sold thereon shall be permitted for each thoroughfare more than one that abuts the property;
- (2) One detached sign pertaining to the occupancy of the premises or commodities sold thereon shall be permitted for each thoroughfare more than one that abuts the property;
- (3) Detached signs shall not exceed 100 square feet in area on any one street.

(D) Signs within GR, C, LI and HI Districts. Signs in these districts shall be subject to the following requirements:

- (1) One attached sign pertaining to the occupancy of the premises or commodities sold thereon shall be permitted for each thoroughfare more than one that abuts the property. In addition, attached signs not exceeding 30 square feet of area are permitted for the non-thoroughfare elevations. All attached signs not facing a thoroughfare shall be unlighted when adjoining residential zoning districts;
- (2) One detached sign pertaining to the occupancy of the premises or commodities sold thereon shall be permitted for each thoroughfare more than one that abuts the property;
- (3) In instances where the abutting thoroughfare is a designated state or federal highway, detached signs shall not exceed 250 square feet in area on any one such street or thoroughfare;
- (4) In instances where the abutting thoroughfare is not a designated state or federal highway, detached signs shall not exceed 200 square feet in area on any one such street or thoroughfare;

(5) Signs with three or more surfaces or signs with circular or spherical surfaces shall be allowed only in GR, C, LI and HI Districts. The total surface area of such signs shall not exceed 300 square feet in area.

(E) Shopping center and shopping mall signs. Signs for shopping centers and shopping malls shall be limited to:

(1) One attached sign per occupant of a shopping center or mall shall be permitted for each thoroughfare more than one that abuts the property;

(2) Only one detached sign, identifying the premises and/or the occupants therein, shall be permitted for each shopping center and/or mall. Said detached sign may be a single sign or may be a composite of several signs erected on and supported by the same structure;

(3) Single detached signs for shopping centers and/or malls shall not exceed 250 square feet in area;

(4) The aggregate gross area of composite detached signs for shopping centers and/or malls shall not exceed 300 square feet, with no single sign thereof exceeding 200 square feet in area;

(5) Detached signs for shopping centers and/or malls shall not be located closer than 25 feet to any street or thoroughfare;

(6) In shopping centers or malls containing ten acres or more, detached signs may be erected up to a maximum height of 75 feet; provided that such detached signs erected at a height greater than 50 feet must be set back from all property lines a minimum distance equal to the height of the sign.

(F) Off-premises signs. Off-premises signs other than approved billboards shall be prohibited in all zoning districts.

(G) Billboards. For the purposes of this section, any single detached off-premises sign exceeding 250 square feet in gross area and used as an outdoor display for the purpose of making known, advertising or displaying anything shall be determined to be a billboard and shall conform to the following requirements:

(1) Billboards shall be allowed only on a lot, tract, or parcel which is adjacent to and abuts right-of-way property owned by the Texas Department of Transportation along the I-30 corridor, U.S. Highway 67 and East from Industrial Road to city limits and west from North Edwards to city limits, and Bill Ratliff Freeway and which is zoned FD, C, LI, or HI. The location of such lot, tract, or parcel and the placement of such billboards shall not exceed 100 feet beyond the private property line which is adjacent to right-of-way owned by TXDOT;

(2) Billboards shall not be above 35 feet from ground level;

(3) Billboards shall not exceed 672 square feet in gross area. Billboards which exceed 336 square feet in gross area shall not be stacked or side-by-side;

(4) Billboards shall not be erected closer than 300 feet apart on the same side of the street;

(5) Billboards may not be located closer than 25 feet to any street;

(6) Billboards may not be located within 500 feet of any public park, public forest or recreational area, public playground, public school or scenic area designated as such by the city or any other governmental agency;

(7) Eighty percent of the area within cutouts or enclosed open spaces shall be included in calculating the surface area of a billboard;

(8) Billboards with a “V” shape shall be positioned with an interior angle between faces of not more than 90 degrees with the distance between the sign faces not exceeding five feet at their closest point;

(9) Billboards may be made of conventional advertising panels and/or electronic message centers (EMC);

(10) Billboards which are electronic message centers shall be permitted at any of the locations where existing billboards are located;

(11) Billboards which are electronic message centers shall have automatic equipment with a sensor or other approved device that automatically determines the ambient illumination and programmed to automatically dim according to ambient lighting conditions, or that can be adjusted to comply with the 0.3-foot candle measurement;

(12) Billboards which are electronic message centers must maintain a difference between the off and solid message measurements using the EMC Measurement Criteria. It shall not exceed 0.3 foot candles at night;

(13) Billboards which are electronic message center must meet all of the standard adopted for such (EMCs) as adopted by the TXDOT. In the case that there may be a conflict with the city and TXDOT the regulations adopted by TXDOT shall be enforced.

(H) Temporary signs. Temporary signs shall be allowed only in the following districts; GR, C, LI, and HI; shall not be attached to buildings, fences, trees, utility poles or trash receptacles, limited to 25 square feet except where expressly permitted by one of the following sections:

(1) Temporary signs shall include but not be limited to real estate signs, development and construction signs, special promotion, event and grand opening signs, special event signs in public ways, and political signs;

(2) Temporary signs which contain or are illuminated by flashing, intermittent, or moving lights are prohibited in all zoning districts;

(3) Off premise temporary signs are prohibited;

(4) All temporary signs must be located at least ten feet from any street and must be located in the required front yard of the location and if the location has a side street in the required side yard;

(5) Real estate signs pertaining to the lease, hire, or sale of real estate shall not exceed 40 square feet in area and shall be located on the lot so advertised; provided there shall not exceed one sign on each street fronting the property;

(6) Construction signs pertaining to the construction or remodeling of a building on the premises shall not exceed 60 square feet in area and shall be located on the lot only for the duration of the construction. No more than one shall be permitted on each street fronting the property;

(7) Development signs pertaining to residential office, commercial, and industrial development shall not exceed 100 square feet in area and shall be located only within the area being developed. No more than one sign shall be permitted on each street fronting the property;

(8) Special promotion, event, and grand opening signs shall not exceed 25 square feet in area and shall be located only in the area specified in division (H)(4) above. No more than one sign shall be permitted on each street fronting the property, signs under this section are limited to use for 14 days;

(9) Special event signs in public ways shall not be prohibited in or over public ways subject to the approval of the zoning code official as to size, location, and method of erection. The Zoning Code Official shall not approve any event signage that would impair the safety and convenience of use of public rights-of-way, or obstruct traffic visibility. Signs under this section are limited to 14 days and must be removed within 72 hours after the event is complete;

(10) Requirements in this division (H) do not apply to nor are meant to conflict with the sign requirements for the Central Business District, Historical District, Shopping Center, EVMS and garage sales;

(11) All temporary signs must be kept in good repair and installed in accordance with the previous section. Failure to comply will result in the prohibited signs being removed, confiscated and disposed of by city personnel.

(I) Political signs. For the purposes of this section, any detached sign designed to promote the support of a candidate for elected office or to promote a particular viewpoint on a matter or issue to be voted upon by the public shall be determined to be a political sign and shall be subject to the following requirements:

(1) Political signs shall not exceed 40 square feet in area;

(2) Political signs shall not be located in or permitted to project into public rights-of-way and shall be located at least ten feet from any street;

(3) Political signs shall not be attached to any trees, utility poles or trash receptacles;

(4) Political signs shall not be placed, located or erected in any public park, public forest or recreational area, public playground and/or on any property owned by the city, except that on any day regular or special elections are held at the Mount Pleasant Civic Center or any other building owned by the city, political signs shall be allowed beyond the distance prescribed by the Texas Election Code on the premises surrounding the voting place from one hour prior to the start of voting to one hour after the prescribed closing time cited in the Texas Election Code. All signs must be removed one hour after the closing of the polls and shall be subject to removal under division (I)(8) of this section. Otherwise, all the requirements of this division (I) shall be in effect as to the regulation of political signs around the polling places;

(5) Political signs shall be removed within ten days after the primary, run-off or general election to which the signs pertain or after the termination of candidacy, whichever occurs first;

(6) Political signs which contain, include or are illuminated by flashing, intermittent or moving light or lights are prohibited in all districts;

(7) Political signs which are illuminated by non-intermittent lighting shall be allowed only in the following districts: CB, GR, C, LI and HI. Political signs located in all other districts shall not be illuminated;

(8) Political signs placed, located or erected in violation of these requirements shall be subject to immediate removal, confiscation and disposal by city personnel.

(J) Garage sale signs. Signs for garage sales shall be limited to the following requirements:

(1) Only one sign shall be allowed for each garage sale, and the sign shall be located on the same property where the garage sale is located;

(2) Garage sale signs shall not be illuminated;

(3) Signs for garage sales shall not exceed 12 square feet in area;

(4) Garage sale signs shall be removed within 24 hours after the garage sale is concluded.

(K) Changeable electronic variable message sign (CEVMS). The following regulations shall apply to changeable electronic variable message signs:

(1) CEVMS shall be allowed only in GR, C, LI and HI Districts;

(2) No CEVMS shall exceed 30 square feet in area;

(3) (a) The CEVMS portion of a sign may be illuminated by incandescent lamps, LED (light emitting diodes), magnetic discs, or other sources of light. Whatever the light source, undue brightness is prohibited. For enforcing this provision, prima facie proof of undue brightness is the illumination of a portion of the sign in excess of the intensity levels specified below:

1. Day: 5,000 nits;

2. Night: 1,000 nits;

(b) To ensure compliance with this provision, the sign must have an automatic phased proportional dimmer, which must be used to reduce nighttime brightness levels (compared to daytime brightness levels). Further, prior to the issuance of a permit for an CEVMS, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed the levels specified above, and the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the city. The burden of proof to determine whether these regulations are met throughout the life of the sign shall be at the expense of the property or sign owner where the sign is located;

(4) Any CEVMS installed prior to June 1, 2008 must also submit written certification from the sign manufacturer or other persons deemed appropriate by the city that the sign does not cause undue brightness and meets the intensity levels specified above. The owner of an electronic message center has 60 days from the adoption of this section to submit such certification to the city;

(5) A sign owner may modify existing, legal, conforming structures to a CEVMS only after filing application for a permit, meeting the regulations of this section and receiving a permit by the city;

(6) CEVMS shall comply with applicable federal and state laws and regulations;

(7) Failure to adhere to any of these provisions may result in the revocation of the CEVMS portion of the permit;

(8) Only one CEVMS is allowed per premises;

(9) The addition of any CEVMS to any nonconforming freestanding sign is prohibited.

(L) General sign requirements. These requirements shall apply to any type of sign within any district:

(1) Signs shall be located at least ten feet from any street (except signs for shopping centers and shopping malls and billboards, which shall be at least 25 feet from any street);

(2) Attached signs shall not exceed the height of the wall of the building to which they are attached;

(3) Signs shall not be located in or permitted to project into public rights-of-way;

- (4) When any sign is illuminated, the light or lights shall be directed, shaded or concealed so that they will not interfere with the vision of motor vehicle operators or shine directly on residential property;
 - (5) Detached signs shall comply with the following height restrictions:
 - (a) The top of detached signs in SF-1, SF-2 and TF Districts shall not exceed a maximum height of ten feet;
 - (b) The top of detached signs in MF, MH, NS and FD Districts shall not exceed a maximum height of 35 feet;
 - (c) The top of detached signs in the CB District shall not exceed a maximum height of 50 feet;
 - (d) The top of detached signs in GR, C, LI and HI Districts shall not exceed a maximum height of 50 feet, unless such detached signs are located within 500 feet of a designated U.S. interstate highway, in which event the top of same shall not exceed a maximum height of 75 feet;
 - (e) In shopping centers or malls containing ten acres or more, detached signs may be erected up to a maximum height of 75 feet; provided that such detached signs erected at a height greater than 50 feet must be set back from all property lines a minimum distance equal to the height of the sign;
 - (f) The top of billboards shall not exceed a maximum height of 35 feet.
 - (6) Roof-mounted signs shall be permitted provided they comply with all applicable requirements of the city's Building Code;
 - (7) No sign shall be attached to any trees, utility poles or trash receptacles;
 - (8) Signs may not be located in such a manner as to obscure or otherwise interfere with the driver's view of approaching, merging or intersecting traffic or with the effectiveness of an official traffic sign, signal or device;
 - (9) All signs shall be maintained in good appearance and safe structural condition. The general area in the vicinity of any sign shall be kept free and clear of weeds, debris, trash and litter;
 - (10) All illuminated signs shall be installed and wired in accordance with the requirements of the current National Electrical Code, as adopted by the city;
 - (11) No sign shall be erected or installed closer than five feet to any telecommunications or television cable, power line or street light standard;
 - (12) Should any sign become insecure, in danger of falling or otherwise unsafe, the Chief Building Official shall provide the owner thereof, or the person or firm maintaining same, ten days written notice to secure the sign in a manner approved by the Chief Building Official or to remove same. If action to secure and/or remove such sign is not taken within ten days of such notice, the Chief Building Official may remove such sign at the expense of the owner thereof or the person or firm maintaining same;
 - (13) Should the city receive an application for permit for a type of sign that is not specifically addressed in these regulations, then the permit shall be requested as a specific use permit and shall be subject to the regulations of § 155.45.
- (M) Sign permits.
- (1) Permits shall be required for all detached signs exceeding 25 square feet in area;
 - (2) All detached signs exceeding 50 square feet in area must be installed or erected by a licensed and bonded sign contractor after obtaining a sign permit from the Chief Building Official.

(N) Penalty for violation of sign regulations.

(1) Any person who violates or fails to comply with any provision of this section pertaining to sign regulations shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine as provided in § 155.99.

(2) Each day that such violation or violations continue shall constitute a separate offense and be punishable as such.

(`87 Code, Zoning Ordinance, Art. III, § 4) (Ord. 1983-2, passed - -; Am. Ord. 1989-12, passed 9-5-89; Am. Ord. 1990-9, passed 6-5-90; Am. Ord. 2003-22, passed 11-4-03; Am. Ord. 2008-13, passed 5-20-08; Am. Ord. 2009-2, passed 2-17-09; Am. Ord. 2014-10, passed 8-4-14; Am. Ord. 2016-5, passed 8-2-16; Am. Ord. 2017-9, passed 9-19-17)
Penalty, see [§ 155.99](#)

§ 150.154 Signs in Historic District

Signs shall be in keeping with the character of the historic district. The following is an outline of sign recommendations.

(A) *Number of signs.*

(1) Each building may have one signboard or projecting sign oriented to its primary or entrance frontage.

(2) A building located at a corner may also have one signboard oriented to its secondary or side street entrance.

(3) Awning signs on awning faces may be used in lieu of a signboard or projecting sign.

(4) In addition to a signboard, projecting sign, or awning face sign, a building may have one pedestrian sign oriented to each street on which the premises have frontage, relating to the occupancy within the building.

(5) Buildings with public rear entrances may also have one pedestrian sign oriented to the rear of the building, relating to each occupancy within the building.

(B) *Location of signs.*

(1) Awning signs shall be allowed when such signs are painted or attached to the awning surface.

(2) Hanging signs shall be allowed when such signs have a minimum clearance of seven feet from the sidewalk and do not extend beyond the awning or canopy projection.

(3) Projecting signs shall have a minimum clearance from the sidewalk of ten feet, and shall not project more than 60 inches, or one half of the sidewalk width, whichever is less.

(C) *Size of signs.*

(1) Signboard maximum size shall be based on the following:

(a) For every one linear foot of the building primary or entrance frontage, two square feet of sign area shall be allowed.

(b) Signboards on secondary or side street frontage shall not exceed the size of signboards on the primary or entrance frontage.

(2) Window signs shall cover no more than 40% of the total glass 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 graphics.

(3) Each face of a hanging sign shall be no more than eight square feet in size.

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

(5) Projecting signs shall be no more than 15 square feet in size, with a maximum sign height of three feet.

(D) *Material.*

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

(2) Plastic shall not be allowed for sign faces.

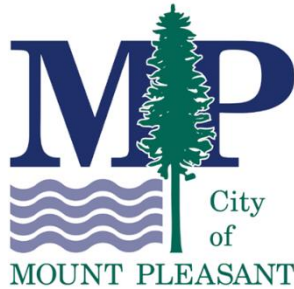
(3) No fluorescent materials and/or paints shall be allowed.

(Ord. 2013-14, passed 11-5-13)

§ 150.160 Non-Fixtures in Historic District.

No soft drink machines, trash cans, banners, sidewalk signs, moveable signs, or any other item or object not affixed to a building and not otherwise allowed in this subchapter shall be permitted in a historic district unless approved by the Commission or City Council.

(Ord. 2013-14, passed 11-5-13)



NON-PROFIT TEMPORARY BANNERS

Definition

Non-Profit – A public charity or public foundation that has a 501(C) (3). Located within the city limits of Mount Pleasant, TX (Person, Place, or Group)

Temporary – Limited to 14 days

Banners – Non-permanent vinyl sign that is held by temporary structural supports

General Requirements

- 1) One detached banner pertaining to the non-profit organization shall be permitted for each thoroughfare that abuts the property.
- 2) Non-profit temporary banners shall be allowed only in the following districts: GR, C, LI, and HI; shall not be attached to buildings, fences, trees, utility poles or trash receptacles, limited to 25 square feet. Temporary banners are not allowed in the CBD.
- 3) Non-profit temporary banners under this section are limited to 14 days and must be removed within 72 hours after the event is complete.
- 4) Non-profit temporary banners may not be located in such a manner as to obscure or otherwise interfere with the driver's view of approaching, merging or intersecting traffic or with the effectiveness of an official traffic sign, signal, or device.
- 5) No banner shall be erected or installed closer than five feet to any telecommunications or television cable, power line or street lights.
- 6) All non-profit temporary banners must be kept in good repair and installed in accordance with this section. Failure to comply will result in the prohibited signs being removed, confiscated, and disposed of by city personnel.

Permit Requirements

- 1) Fill out the permit application.
- 2) Provide your 501(C) (3).
- 3) Provide a site plan showing the location of the non-profit temporary banner.
- 4) Provide a picture of the non-profit temporary banner.
- 5) Provide a signed letter from the property owner authorizing the banner, the location, and use of their property.



TEMPORARY BANNERS

Definition

Temporary – Limited to 45 days, 4 times per calendar year

Banners – Non-permanent vinyl sign that is held by temporary structural supports

General Requirements

- 1) Temporary banner. Temporary banners are not allowed in the CBD. Temporary banner shall be allowed only in the following districts: GR, C, LI, and HI; shall not be attached to buildings, fences, trees, utility poles or trash receptacles, limited to 40 square feet.
- 2) One detached banner pertaining to the organization shall be permitted for each thoroughfare that abuts the property.
- 3) Temporary banners shall include but not be limited to real estate signs, development and construction signs, special promotion, event, and grand opening signs.
- 4) Off premise temporary banners are prohibited.
- 5) All temporary banners must be located at least ten feet from any street and must be located in the required front yard of the location and if the location has a side street in the required side yard.
- 6) Banners may not be located in such a manner as to obscure or otherwise interfere with the driver's view of approaching, merging or intersecting traffic or with the effectiveness of an official traffic sign, signal or device.
- 7) No banner shall be erected or installed closer than five feet to any telecommunications or television cable, power line or street light standard.
- 8) All temporary banners must be kept in good repair and installed in accordance with the previous section. Failure to comply will result in the prohibited signs being removed, confiscated and disposed of by city personnel.

Permit Requirements

- 1) Fill out the permit application
- 2) Permit Fee \$35 for easy occurrence
- 3) Provide a site plan showing the location of the temporary banner
- 4) Provide a picture of the temporary banner



SIGN REGULATIONS

CB District

One attached sign permitted for each throughfare.

One detached sign permitted for each throughfare – Cannot exceed 100sf.

Maximum height of detached sign is 50'.

GR, C, LI, and HI District

One attached sign for each throughfare and additional attached signs not on a throughfare cannot exceed 30sf.

One Detached sign permitted for each throughfare up to 250sf on a state or federal highway and up to 200sf on roads not designated a state or federal highway.

Detached signs must be on your property and not in an easement, a minimum of 10' off the street.

Maximum height of detached sign 50' unless its within 500'of state or federal highway than its 75'.

Three sides or round signs are only allowed in these districts.

Shopping Centers

One attached sign for each occupant where the occupants store faces more than one throughfare the occupant can have a sign on each throughfare.

One detached sign allowed for entire shopping center, may be one sign or multiple up to 250sf in area.

Total detached sign square footage allowed is 300sf and no single tenet can exceed 200sf.

Detached sign must be a minimum 25' off the sheet, shopping centers over 10 acres signs must be setback from all property lines equal to the height of the sign.

Maximum height of sign is 75'.

CEVMS Signs

Allowed in GR, C, LI, HI only and only one sign per site.

Cannot exceed 30sf.

Must be programed to control lighting Day 5000 nits, Night 1000 nits must have written certification from manufacture that it meets these requirements.

Cannot attached CEVMC to any existing non-conforming signs.

OFF-PREMISES SIGNS ARE PROHIBITED WITHIN THE CITY LIMITS

Definitions

BILLBOARD. Any single detached sign exceeding 250 square feet in gross area and used as an outdoor display for the purpose of making known, advertising, or displaying anything shall be determined to be a billboard.

PORTABLE SIGN. Any sign designed or constructed to be easily moved from one location to another and not permanently affixed to the ground or to a structure or building, including signs mounted upon or designed to be mounted upon a trailer, bench, wheeled carrier, or other non-motorized mobile structure. A portable sign which has its wheels removed shall still be considered a portable sign under this definition.

SIGN AREA. The sign area shall be the area of the rectangular enclosures of the entire sign other than structural supports.

SIGN. A presentation or representation by letters, figures, designs, pictures, devices, emblems, insignia, numbers, lines, or colors displayed to be visible to the public for the purpose of making anything known or attracting attention.

TEMPORARY SIGN. A promotional placard. Such signs are constructed of cardboard, wallboard, plastic, or metal and are not intended for long-term use. A sign intended to display either commercial or non-commercial messages of a transitory or temporary nature. These signs are not permanently embedded in the ground, or permanently affixed to a building or sign structure that is permanently embedded in the ground. A portable sign shall not be considered a temporary sign.



DOWNTOWN INCENTIVE REIMBURSEMENT GRANT PROGRAM

Application Instructions

If you have any application questions, please contact the Mount Pleasant Main Street Manager at 903-575-4000. If you have any building permit questions, please contact the Building Official at 903-575-4000.

The City of Mount Pleasant Main Street Program works to revitalize and enhance the unique character of Downtown Mount Pleasant through historic preservation and community involvement, while at the same time promoting Downtown, providing educational and technical assistance to business and property owners and maintaining the beauty of Mount Pleasant.

As an economic incentive, the City of Mount Pleasant Main Street Program has designed the following incentive reimbursement grant program.

PROGRAM DETAILS (please read carefully):

The Downtown Incentive Reimbursement Grant Program is set up as a single payment reimbursement to property owners per building/business, and in some situations, tenants. Reimbursement grants are available for the following types of projects:

- **Façade Rehabilitation**
 - A. Definition: Painting, removing slipcovers or non-historic/added facades, re-pointing brick or replacing mortar joints, replacing or restoring cornices or trims, removing paint from brick, replacing windows, restoring transom windows. Replacing, adding or repairing awnings & signs. Signs may include signboards, projecting signs and pedestrian signage (includes window sign, hanging sign and awning/canopy sign).
 - B. Limits: Program will reimburse up to \$10,000 per approved project. (\$10,000 is the maximum amount that any single property may receive.)



GRANT GUIDELINES (please read carefully):

1. Façade rehabilitation grant funds are available for exterior work on building facades that immediately overlook public streets located in the designated Main Street area, as defined by the Main Street District map.
2. Grants are on a first-come, first-served basis until Main Street allocated funds are depleted, or until the program ends, whichever comes first.
3. No grants will be awarded for work that has already been completed or for work that is covered by insurance. Incentive grant applications must be submitted before requests for building permits.
4. All grants will be awarded on a reimbursement basis once completed work has been verified by compliance with the plans proposed in the approved application. Any deviation from the approved grant project may result in the total or partial withdrawal of the grant.
5. All submitted work will be reviewed based on the secretary of the Interior's *Standards for Rehabilitation* (see attached). The Main Street Design Committee will review submitted work and make a recommendation to the Main Street Board. The Main Street Board will review and make recommendation to the City Manager for final approval. Approval of application from the City Manager must be obtained before any eligible work may begin.
6. Grant applications and awards can be made in any of the reimbursable activities listed above and may be combined for any single property or project. **However, the maximum amount available annually per applicant is \$10,000.**
7. An applicant is defined as an eligible property within the Main Street designated area. A single owner of multiple properties may apply for grant funds for each property owned but may not receive more than \$10,000 per property.
8. Projects will be reviewed with the following considerations in mind:
 - Project compliance with all current building standards,
 - Perceived need for proposed renovations to building,
 - Historical accuracy of proposed renovations,
 - Design quality of the proposed renovations,
 - Compatibility of design in relation to other buildings,
 - Project compatibility with streetscape objectives, and
 - Project compatibility in relation to downtown development goals at time of application.
9. Applicants must submit a Design Request Assistance Application from the Texas Main Street office. A Texas Main Street Design Report recommendation must be used to receive grant. Main Street Manager, Main Street Board and/or City Manager may override requirement.



GRANT APPLICATION PROCESS

1. ***Determine eligibility:*** Discuss project plans with the Main Street Manager, fill out application for Design Assistance - free assistance is available in selecting paint, fabrics, color schemes and sign materials for the building façade through the Texas Main Street Center's Architectural Assistance Program.
2. ***Fill out incentive reimbursement grant application form and sign the agreement form.*** All grant applications must include a current photo, a drawing from the project architect or contractor of all proposed grant work to be done that includes dimensions and measurements. **Color samples of all final paint selections and/or final fabric or sign material selections must be included with the application to be reviewed by the Main Street Manager, Main Street Design Committee and will be approved/rejected by the Main Street Board. Final approval of grant will be given by the City Manager.** Obtain **itemized** written work estimates on all project work from contractors or project architects. Self-contracted work will be reimbursed for actual legitimate expenses, excluding labor.
3. ***Return the completed application form*** with all original itemized work estimates, color samples, drawing and example sign material of the proposed work to the Main Street office at 501 N. Madison.
4. ***The approval process will include without limitation the following:***
 - (a) All projects must meet current building standards and codes, as well as building permit requirements.
 - (b) The Main Street Design Committee meets the 3rd Tuesday of each month at 8:15 a.m. (or as called) and will review submitted applications. The Design Committee will then make a recommendation to the City of Mount Pleasant Main Street Board for the project's approval/rejection.
 - (c) The Main Street Board shall consider only Applications which have been properly and fully completed and which contain all information required in the Application or requested by the Design Committee, Main Street Board, Main Street Manager or City Manager.
 - (d) **The City of Mount Pleasant City Manager has the final discretion with regard to funding and reserves the right to modify or reject any project or elements of any project.**
 - (e) All construction bids submitted by an Applicant must be current and must be dated no earlier than ninety (90) days prior to the Application request. Bids shall be submitted on the contractor's or project architect's letterhead and shall contain the contractor name, address, telephone number, and shall itemize the bid in a manner that allow the Main Street Manager, Main Street Design Committee and the City of Mount Pleasant Main Street Board to determine the bid components and authenticity of the bid.



- (a) Any Applicant submitting an Application that was denied a grant by the Main Street Board shall not be eligible to re-submit a grant application for six (6) months from the date the prior Application was declined by the Main Street Board or City Manager.
- (b) Applicants receiving grant approval shall commence construction described within the Application within ninety (90) days from the date the grant is awarded. All Applicants must complete the construction described in the Application within one (1) year from the date the grant is approved. If the Applicant is unable to commence construction within ninety (90) days from the date the grant is approved or complete construction within one (1) year from the date the grant is approved, the Applicant may submit a written request for an extension provided the extension request is made prior to the time limit. Main Street and/or City Manager shall not be obligated to allow extensions but may do so for good cause. The extensions, if granted, shall be for the term and for the conditions determined exclusively by the City Manager. An extension denial cannot be appealed and shall be final.
- (c) The Main Street Board will recommend to City Manager approved grants. Grants are awarded considering the following:
 - the amount requested,
 - grant funds available,
 - the guidelines of the grant program,
 - condition of the building,
 - economic impact,
 - other grant requests, and
 - the type and nature of the construction.
- (d) No Applicant has a proprietary right to receive grant funds. The City of Mount Pleasant Main Street shall consider any Application within its discretionary authority to determine what grant amount would be in the best interest of the Grant Program. The review criteria may include, but shall not be limited to, project compliance with all current building standards, perceived need for proposed renovations to building, historical accuracy of proposed renovations, design quality of the proposed renovations, the compatibility of design in relation to other buildings, project compatibility with streetscape objectives and project compatibility in relation to downtown development goals at time of application.
- (e) The Applicant shall be required to furnish photographs of the building's exterior as part of the Application request and shall provide photographs after the construction has been completed, as a condition of final grant reimbursement.
- (f) The Applicant is required to obtain all applicable City permits and City approvals required for the construction if a grant is awarded.



- (a) No Applicant, nor Applicant agent, representative or tenant shall be entitled to receive grant approval on the same property – for the same grant type - if requested within three (3) years from the date a previous grant was awarded
 - (b) An Applicant may be requested to attend meetings for the Main Street Design Committee and Main Street Board meetings which consider the request. Failure to attend a meeting when requested shall be cause for rejection of the Application.
- 2. Reimbursement: When the entire grant project has been satisfactorily completed and reviewed, the applicant shall present to the City of Mount Pleasant Main Street office copies of all paid invoices, copies of cancelled checks and/or credit card receipts to obtain a single payment reimbursement of the approved funding.**



REHABILITATION TIPS

- Roof, foundation and structural items should always be given priority over cosmetic improvements.
- Carefully examine old buildings for termites, wood rot and general deterioration.
- When repairing a building, do not cut expenses on the roof or foundation.
- Be aware of areas on the roof and at connecting walls where water does not readily drain. Flashing should be installed at intersections to prevent leakage.
- Carefully locate air conditioning units to avoid water condensations on the sides of buildings. Condensing units should be supported from the masonry walls and not placed directly on the roof.
- The top brick cornices projecting above the roof deteriorate rapidly unless they are capped with metal, terra cotta, stone or concrete.
- When mortar is missing or in poor repair, moisture will enter the walls and eventually may cause structural damage. Deteriorated mortar should be removed to a depth of at least three-fourths of an inch and replaced with new mortar that matches the old in color, texture and striking of the joint.
- Do not sandblast. Chemicals and/or water can remove dirt and paint without damaging the surface of the building.
- Do not paint too often; many times, a building only needs mild washing.
- If the building has stone or brick that has never been painted, do not create a maintenance problem by painting it.
- Existing architectural details, including old wood doors, windows, ceilings, and trim work add to the character of a building and its resale value. Repair these features rather than remove them.
- If a specialist in window repair can be found, wood windows are reasonable to repair. If the windows are missing, custom-made windows can be ordered for replacement in old buildings.
- Pressed metal ceiling panels are still being manufactured today with some of the same patterns installed originally. Exact matching of deteriorated panels, therefore, can often be replaced.
- Do not use aluminum siding. It can hide water penetration into the walls and accelerate deterioration.
- Before rehabilitating a building façade, take a careful look at the structural aspects of the building. Develop a design that is compatible with neighboring buildings.



SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION

All Downtown Incentive Reimbursement Grant applications will be reviewed by the Main Street Manager, Main Street Design Committee, Main Street Board and City Manager for design appropriateness. The City of Mount Pleasant Main Street will maintain an awareness of the *Standards of Rehabilitation as follows:*

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure or site and its environment, or to use a property for its original intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features will disqualify any building from this program.
3. All building, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged and may disqualify any building from this program.
4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance may be recognized and respected.
5. Whenever possible, deteriorated architectural features shall be repaired rather than replaced. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities.
6. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will change or damage the historic building material shall not be undertaken.
7. Contemporary design for alteration and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
8. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such addition or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. New additions should be compatible to the present structure.



DOWNTOWN INCENTIVE REIMBURSEMENT GRANT PROGRAM CHECKLIST

Use this form as a checklist to follow all steps needed to complete the Downtown Incentive Reimbursement Grant Program application to receive approval.

- Meet with Main Street Manager to determine eligibility and to walk through Downtown Incentive Reimbursement Grant Instructions and fill out application for free assistance from the Texas Main Street Center's Design Assistance Program.
- Meet with the City's Building Inspector for any work involving a building or sign permit.
- Complete the Downtown Incentive Reimbursement Grant application form and sign agreement form. Include the following required attachments: Drawing to show all of proposed grant work to be done including signage renderings, color samples of all final paint selections and/or final fabric or sign material selections, photographs of building exterior.
- Return completed application and agreement form with required attachments to the Main Street Manager to be added to the next Main Street Design Committee meeting and Main Street Board meeting agendas.
- Possibly attend the Main Street Board meeting where the Main Street Manager will present Downtown Incentive Reimbursement Grant application project and Design Committee Recommendation to the Main Street Board with final Approval of the City Manager.
- If approved, Downtown Incentive Reimbursement Grant project construction may commence. Work must commence within ninety (90) days of approval and be completed in one year.
- Upon completion of Downtown Incentive Reimbursement Grant project, furnish photographs of the building's exterior; copies of all paid invoices, including copies of cancelled checks and/or credit card receipts, to receive a single payment reimbursement of the approved funding.



DOWNTOWN INCENTIVE REIMBURSEMENT GRANT PROGRAM APPLICATION

Please return completed with necessary attachments and signature to City of Mount Pleasant Main Street Manager at 501 N. Madison. If you have any application questions, please contact the Main Street Manager at 903-575-4000. If you have any building or sign permit questions, please contact the City of Mount Pleasant Building Inspector at 903-575-4000.

- ❖ Applicant Name: _____ Date: _____
- ❖ Business Name: _____
- ❖ Mailing Address: _____
- ❖ Contact Phone: _____ Email Address: _____
- ❖ Building Owner (*if different than applicant*) _____
- ❖ Historical/Current Building Name: _____
- ❖ Physical Building Address: _____
- ❖ Type of Work: (*check all that apply*)
___ Façade Rehabilitation ___ Façade – paint only ___ Awnings ___ Signage
- ❖ Details of Planned Improvements for Downtown Reimbursement Grant: (*attach additional sheets if necessary.*)

List Contractor/Project Architect proposals and Total amounts (*please attach copies of original proposals.*)

1. _____
2. _____

Total Cost of Proposed Project: _____

Amount of Grant Requested up to \$10,000: _____

Attach with all required color samples of paint, awning/canopy, sign design, etc., as well as photographs of building's exterior façade.

Applicant's Signature

Date



DOWNTOWN INCENTIVE REIMBURSEMENT GRANT AGREEMENT FORM

I have met with the City of Mount Pleasant Main Street Manager, and I fully understand the Downtown Incentive Reimbursement Grant Procedures and Detail established by the City of Mount Pleasant Main Street Program. I intend to use this grant program for the aforementioned renovation projects to forward the efforts of revitalization and historic preservation of Mount Pleasants' historic downtown. I have not received, nor will I receive insurance monies for this revitalization program.

I have read the Downtown Incentive Reimbursement Grant Application Procedures including the Downtown Incentive Reimbursement Grant Details.

I understand that if I am awarded a reimbursement grant for façade, awning or sign work and the façade, sign or awning is altered for any reason within one (1) year from construction, I may be required to reimburse the City of Mount Pleasant immediately for the full amount of the Downtown Reimbursement Grant.

Business/Organization Name

Applicant's Signature

Printed Name

Date

Building Owner's Signature (if different from applicant)

Printed Name

Date

Main Street Manager Signature

Recommendation

Date

City Manager Signature

Approval

Date

Information Guide

Department Numbers

AIRPORT 903-575-4020	FIRE DEPT #1 903-575-4144
ANIMAL CONTROL 903-575-4174	FIRE DEPT #2 903-575-4012
CHAMBER OF COMMERCE 903-572-8567	LIBRARY 903-575-4180
CITY HALL 903-575-4000	MUNICIPAL COURT 903-575-4010
CIVIC CENTER 903-575-4190	POLICE DEPT. 903-575-4004
CODE ENFORCEMENT 903-575-4149	WATER DEPT 903-575-4000



Titus County Department Offices

<p>County Judge 100 West First Street, Suite 200 Mt. Pleasant, Texas 75455 Phone: (903)577-6791 Fax: (903)577-6793 Email: titusjudge@gmail.com</p>	
<p>Titus County Commissioners Court</p>	
Commissioner Precinct 1	View online for direct phone number
Commissioner Precinct 2	View online for direct phone number
Commissioner Precinct 3	View online for direct phone number
Commissioner Precinct 4	View online for direct phone number
<p>Fax Number for all Commissioners: (903) 577-6793</p>	

Titus County Clerk's Office

100 West First Street, Suite 204

Mt. Pleasant, Texas 75455

Phone: (903) 577-6796

Fax: (903)572-5078

Business Hours: 8:00 a.m. -12:00 p.m. & 1:00 p.m. -4:45 p.m. Monday-Friday

(*Closed for lunch 12:00 p.m. -1:00 p.m.)

County Attorney

100 West First Street, Suite 102

Mt. Pleasant, Texas 75455

Phone: (903) 572-0382

Fax: (903) 577-7540

Email: tituscountyattorney@gmail.com

Investigator

100 West First Street, Suite 102

Mt. Pleasant, Texas 75455

Phone: (903) 572-0382

Fax: (903) 577-7540

Legal Assistant

100 West First Street, Suite 102

Mt. Pleasant, Texas 75455

Phone: (903) 572-0382

Fax: (903) 577-7540

Senior Legal Assistant

100 West First Street, Suite 102

Mt. Pleasant, Texas 75455

Phone: (903) 572-0382

Fax: (903) 577-7540

County Auditor

100 West First Street, Suite 106

Mt. Pleasant, Texas 75455

Phone: (903) 572-8101

Fax: (903) 572-1467

County Treasurer

100 West First Street, Room 100

Mt. Pleasant, Texas 75455

Phone: (903) 572-8723

Fax: (903) 577-6718

Titus County Tax Assessor/Collector

Automobile Registration

110 South Madison Street, Suite A & B
Mt. Pleasant, Texas 75455

Tax Office Phone: (903) 577-6712

Automobile Registration Phone: (903) 577-6710 **Fax:** (903)577-6714

Elections Administrator

110 S. Madison Ave, Suite C
Mt. Pleasant, TX 75455
Phone: 903-575-0902
Fax: 903-575-1117
elections@co.titus.tx.us

County Sheriff

304 South Van Buren
Mount Pleasant, Texas 75455
Phone: (903) 572-6641
Fax: (903) 577-8038

Justice Of The Peace - Precinct 1, 3 & 4

100 South Madison, Suite 100
Titus County Justice Center
Mt. Pleasant, Texas 75455
Phone: (903)577-6760 - (903)577-6761
Fax: (903)572-0971

Justice Of The Peace - Precinct 2

100 South Madison, Suite 200
Titus County Justice Center
Mt. Pleasant, Texas 75455
Phone: (903) 577-6756 or (903) 577-6757

Constable Precinct 1

100 South Madison
Titus County Justice Center
Mt. Pleasant, Texas 75455
Phone: (903) 577-6762 - (903) 577-6760
Pager: (903) 637-0363

Constable Precinct 2

100 South Madison, Suite 201
Titus County Justice Center
Mt. Pleasant, Texas 75455

Phone: (903) 577-6766
Fax: (903) 572-0921

**76th - 276th Judicial District
Community Supervision and Corrections Department**

100 West First Street, Suite 102
Mt. Pleasant, Texas 75455
Phone: (903) 572-5000
Fax: (903) 572-1271

**76th & 276th Judicial District Juvenile Probation
Chief Juvenile Probation Officer**

TITUS COUNTY JUVENILE PROBATION
Titus County Courthouse
100 West 1st Street, Suite 400
Mt. Pleasant, TX 75455
Phone: 903-577-6737
Fax: 903-577-6740
Email: titus@tjtd.texas.gov

District Attorney

76th Judicial District of Texas
Camp and Titus Counties
PO Box 249
Mt. Pleasant, Texas 75456-0249
Phone: (903) 577-6726
Fax: (903) 577-6729

County District Clerk

PO Box 492
Mt. Pleasant, Texas 75456
Phone: (903) 577-6721
Fax: (903) 577-6719

County Environmental Inspection Service

304 S. Van Buren
Mt. Pleasant, Texas 75455
Phone: (903)572-6641



Northeast Texas Small Business Development Center exists to help entrepreneurs start and grow their businesses. Based in Mount Pleasant, TX, we serve small business owners throughout northeastern Texas.

NORTHEAST TEXAS SBDC

Small Business Development Center

105 North Riddle Avenue
Mount Pleasant, TX 75456
Phone: (903) 434-8237

HOURS OF OPERATION

Mon: 8:00AM-6:00PM
Tue: 8:00AM-6:00PM
Wed: 8:00AM-6:00PM
Thu: 8:00AM-6:00PM
Fri: 8:00AM-12:00PM
Sat: Closed
Sun: Closed

www.northeasttxsbdc.org

Terms Defined



Historic Property

Historic properties are buildings, structures, objects, sites, or districts with historical or archeological significance. This includes a wide range of resources, from building to bridges, acequias, trains, rock carvings, battlefields, and cultural landscapes.



Downtown

Downtown is the core and focal point of a city. Primarily composed of the commercial, office, and retail, often the historical, political, and geographic heart of a city. Usually, it is the cultural center and principal point of transportation networks. Downtowns are often synonymous with their central business district (CBD).



Central Business District

The central business district (CBD) is that part of the city that contains the principal commercial streets and main public buildings. Throughout history, the CBD has been characterized by several land-use changes that include industrial, residential, commercial, administration, and consumption.



Historic District

According to the Register definition, a historic district is a geographically definable area, urban or rural, possessing a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united by past events or aesthetically by plan or physical development. A historic district is a section of a city that contains a designated group of buildings, structures, sites, and spaces considered valuable for historical or architectural reasons.



Downtown Historic District

Downtown Historic District is the lower part of a city or town also: the main business district or central part of a city or town.

Period of Significance

Period of significance means the time during which a structure or neighborhood gained historical significance. When evaluating a property for a period of significance, a range is used to define the importance of a property to the history, architecture, or culture of a community.



Residential Historic District

A Residential historic district or heritage district is a residential section of a city which contains older properties considered valuable for historical or architectural reasons. To be accepted as a historic property, the home needs to be at least 50 years old, connected to significant historical events, and to the lives of significant individuals.



Historic Buildings

Historic buildings mean any building or structure that is significant in the history, architecture, or culture of the state, its rural or urban communities or the nation. Old buildings are witnesses to the aesthetic and cultural history of a city, helping to give people a sense of place and connection to the past.

Historic Site

A historic site or heritage site is an official location where pieces of political, military, cultural, or social history have been preserved due to their cultural heritage value. Historic sites are usually protected by law, and many have been recognized with the official national historic site status.

"50-year rule"

The "fifty-year rule" is one of the most accepted principles within American historic preservation. A property must be at least fifty years old to be considered historic.

Note: It is rarely possible to evaluate historical impact, role, or relative value immediately after an event occurs or a building is constructed — the passage of time is necessary to apply the adjective "historic" and to ensure adequate perspective. That said, properties with clear exceptional significance can be recognized as historic before they are fifty years old.

Property Integrity

The National Park Service recognizes a property's integrity through seven aspects: location, design, setting, materials, workmanship, feeling, and association, all of which combine to convey a property's significance.

Property Significance

A property must have significance at the local, state, or national level to be considered historic. While the specific criteria vary between designation types, a property must be significant in prehistory or history, whether for its association with notable events or persons, for its architecture or design, or for its potential to yield archeological information.

