

Privately Owned Public Spaces (POPS)

Signage Standards & Specifications

Version 2.0 | 2024

Required POPS Signage

- ! All new and existing Privately Owned Public Spaces (POPS) are required to have public space signage.



THE POPS LOGO

In 2019, DCP updated the POPS logo, which must now be included on required signage.

Why is signage important?

The provision of clear, visible, and readable signage is essential to identify POPS and provide information about the POPS, such as the hours of access, required amenities, and the names of those responsible for the upkeep and maintenance of the POPS. In 2017, the New York City Council adopted [Local Law 116](#) as amended by [Local Law 250](#) ("Local Law"), requiring public space signage at all new and existing POPS, as defined in the Local Law.

What are owners of POPS required to do?

All owners are required to provide signage at their POPS. Prior to installing, owners must submit a design review package to The Department of City Planning ("DCP").

Want more information?

This document was created by DCP to guide owners through the signage approval process as detailed in [Title 62](#) of the Rules of the City of New York. For more details, please visit [DCP's Applicant Portal - POPS Signage website](#).

Design Review Process

Prior to installing any signage, owners must submit to DCP a complete design review package for approval.

Design Review Package

A complete design review package must include:

NOTE

Incomplete design review packages will not be accepted by DCP and will delay the design review process.

(1) Signage System Plan

A plan for a signage system, prepared in accordance with the standards on the following page (Signage System).

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(2) Approved Drawings

One copy of the most recently approved drawing(s), if any, for the privately owned public space(s).

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(3) Application Form

The completed form requesting a design review, available on [DCP's Applicant Portal - POPS Signage website](#).

Compliance

All POPS that do not have signs approved pursuant to this process must submit a proposed signage plan to DCP. POPS without compliant signage, as set forth by this rule, may be subject to fines by the Department of Buildings.

The deadline for submitting signage was **February 2022**.

Filing with DCP

1. A digital copy of the package should be emailed to: POPSSignage_DL@planning.nyc.gov.
2. At the time of submission, a fee in the amount of \$500, payable to DCP, via an online applicant portal, will be charged for each POPS signage design review that is not part of an application for DCP's review of a new POPS or the redesign of an existing POPS pursuant to the Zoning Resolution or section 197-c of the Charter of the City of New York.
3. Once approved, owners will receive a copy of an approval letter from DCP and must install approved signage within 90 days from the date of DCP approval. Owners may for good cause, in connection with construction or renovation of the POPS, request extension of the 90-day period from DCP.

Signage System Plan

Zoning Resolution (ZR) Section 37-751 (POPS signage systems) serves as a guide for all POPS signs.

Drawing(s) should be prepared that include:

NOTE

- Visit [DCP's Applicant Portal - POPS Signage](#) website for a sample drawing.
- Plaques can be fixed to walls or free standing.

(1) A site plan that indicates location of proposed signage

The ZR provisions related to location and quantity of signage should be applied reasonably in consideration of circulation needs and the type, size, and configuration of the POPS.

(2) Details of each type of sign proposed (content, dimensions, and materiality)

Signage content should include all components required by the current ZR standards and the Local Law, as displayed on the next page.

The POPS signage system is comprised of two primary types of signs:

Entry Plaque

The entry plaque is the primary POPS sign that identifies the space as public and part of the City's POPS system. It must be located at each sidewalk frontage or point of pedestrian entry to the POPS. The plaque should be mounted on a wall or a permanent free-standing post within five feet of the sidewalk, and have its center five feet above the nearest walkable pavement.



NOTE

The Entry and Info Plaques can be combined into one plaque.

MATERIALITY

All POPS signage must be:

- constructed of permanent, highly durable materials;
- fully opaque;
- non-reflective.

Signage content shall be provided with a highly contrasting background that ensures legibility.

HOURS

POPS are required to be open 24 hours a day, unless approved to close during certain nighttime hours.

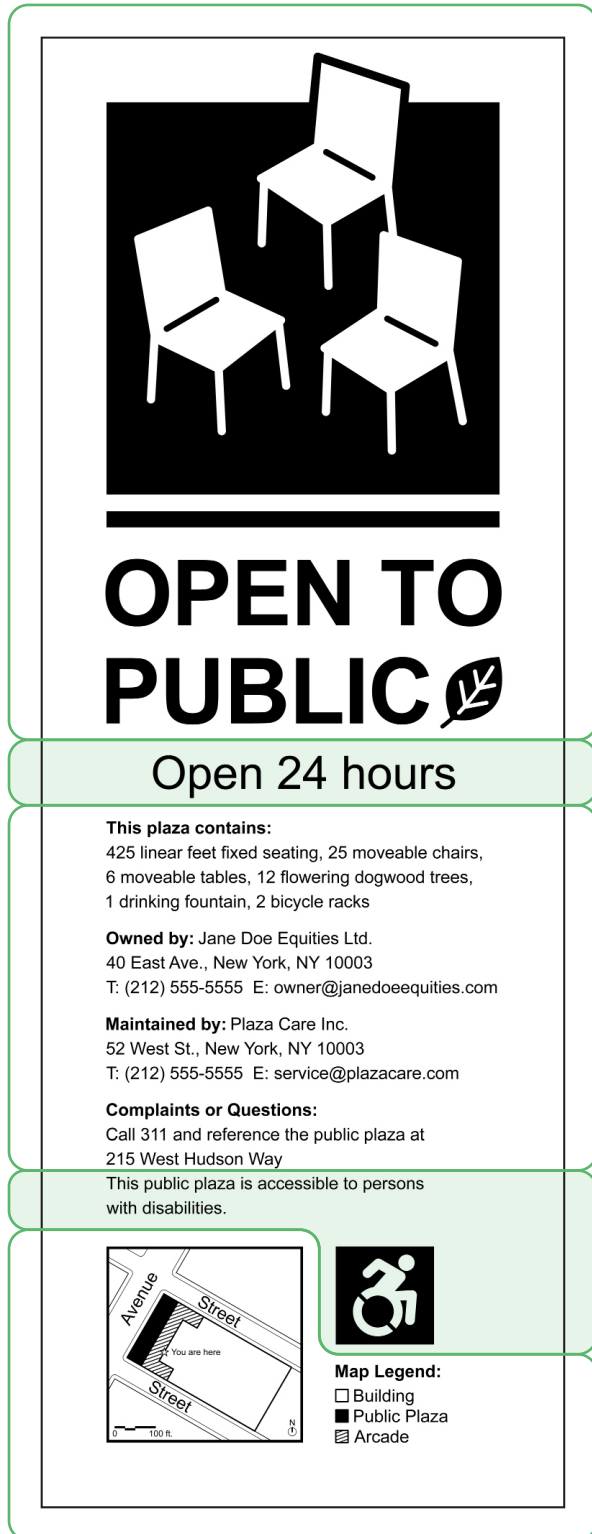
Info Plaque

The informational plaque is a critical tool in communicating the required amenities provided within the POPS, the entity responsible for maintenance, and information on how to ask a question or file a complaint about the public space. The info plaque can either be combined with the entry sign or separate on a wall or permanent free-standing post within five feet of the sidewalk.



Sign Components

The combination entry & info plaque shown below is illustrative. Variations in sign layout are permitted provided the sign meets the requirements below.



Logo

The POPS logo and required text that exactly matches the dimensions and graphics standards provided in the POPS Signage Symbol File from [DCP's Required Signage Symbols website](#).

Hours of Operation

In lettering at least one inch in height: the word "Open" followed by the required hours of access.

Information

In lettering three-eighths of an inch in height: **(1)** a list of the required amenities; **(2)** current owner of the building, including name, address, phone number, and email; **(3)** person designated to maintain the POPS, including name, address, phone, and email; and, **(4)** the statement, "Complaints or Questions: Call 311 and reference the POPS at [insert building address]".

Accessibility

For POPS with access for persons with disabilities: **(1)** the statement: "This POPS is accessible to persons with disabilities."; and **(2)** the International Symbol of Access that is at least three inches square.

Site Map

For POPS established on or after October 1, 2017, signage must include a site map, displaying the boundaries of the POPS relative to other structures on the zoning lot and adjacent streets or public ways. For further guidance on site maps visit [DCP's Applicant Portal - POPS Signage website](#).

Resources

DCP Applicant Portal - POPS Signage website

<https://www1.nyc.gov/site/planning/applicants/applicant-portal/step3-sg.page>

On this website you will find:

- Filing Procedure
- Signage System Sample Drawing,
- Signage Site Map Guidelines,
- A copy of Local Law 116, as amended by Local Law 250 of 2017 and
- Title 62 of the Rules of the City of New York relating to signage for Privately Owned Public Spaces (POPS)

POPS Signage Symbol File

<https://www1.nyc.gov/site/planning/zoning/graphic-files.page>

DCP POPS Program website

<http://nyc.gov/pops>

Zoning Resolution Section 37-751 (Public Space Signage Systems)

<https://zr.planning.nyc.gov/article-iii/chapter-7/37-751>

Accessing Records

<http://www.nyc.gov/openrecords>

To obtain copies of records of prior approvals or drawings for a POPS, please submit a request pursuant to the Freedom of Information Law (FOIL) at NYC Open Records.

Contact

For all other questions, and to submit digital copies of packages, please email: POPSSignage_DL@planning.nyc.gov.