

Site and Setting

3.6 SIGNS



Example of an appropriate wooden sign that received 8 points.



Example of an appropriate awning signage that received 7 points.

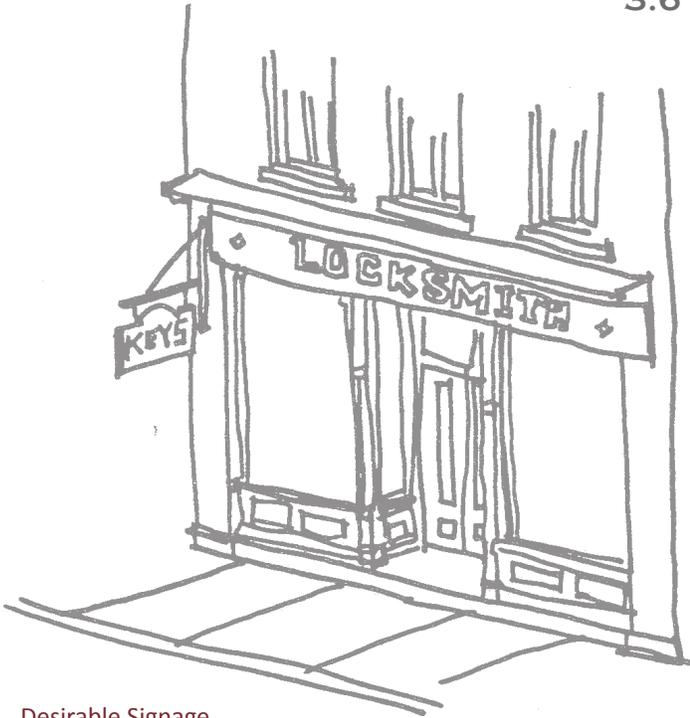


Historic commercial signs were straightforward and informative, especially as many signs were hand painted and did not have the aid of computers for designing and fabrication. A sans serif font was common and typically the sign was written in all capitals. Graphics were used to accent a design and were used sparingly. Hanging signs were usually simple square or rectangular shapes with simple corner treatments, such as rounded or beveled corners. Transom windows were usually used for street numbers. While we now have modern design techniques and ways of fabricating signs, these ideals should still guide the sign design.

In order to guide the design while providing flexibility, a point system was designed. Each sign will be scored based upon fixed criteria. All signs which receive a score of ten or lower will automatically receive a Certificate of Appropriateness. All signs which have a score greater than ten will be reviewed by the Urban Design Review Board at their next regularly scheduled meeting. A business may choose to alter the design of the sign, such as decreasing the number of colors, to reduce the number of points assigned, and therefore, allow for the immediate issuance of a Certificate of Appropriateness. These guidelines are for all permanent signs regardless if they are in a commercial or residential area.

Site and Setting

3.6 SIGNS



Desirable Signage



Appropriate wall signage that received 3 points.

SIGN REVIEW CRITERIA:

Name of Business – One point is given for the name by which the business is incorporated, or the name by which the operation is “doing business as.”

Color – One point is given for each color used in excess of three colors. This element includes each individual color used in the sign. White and black are defined as colors. Color graduations or fades such as black to white will be counted as the “base” color and the “fade to” color. Wooden signs will be credited for points due to color.

Graphic Element – One point is given for each “art” element which graphically depicts an object or objects, or any non-type element of a logo. An example is the set of arches on a McDonald’s logo. A logo is defined as a distinctive identifying device.

Descriptors – One point is given for each descriptor. A descriptor is any element of copy which supplements the business name, such as phone number, address, services provided, products offered, hours of operation, etc.

Broken Planes – One point is given for a broken plane. A broken plane is considered any element which extends in any direction other than parallel to the face of the sign. An example of a broken plane would be a set of 3-dimensional steer horns mounted on a steak house sign. Individual letter signs will be credited in this category.

Site and Setting

3.6 SIGNS



Appropriate wall signage

Irregular Shapes – One point is given if the outside shape of the sign is irregular. An irregular shape is any other shape than square or rectangular. Additional signs attached to or suspended from the main sign shall be counted as additional signs.

Lighting – One point is given for internally illuminated signs.

Placement – Three points are given if the sign conflicts with or covers the architectural elements of the building.

Type Face – One point is given for each different font or variation of font used in the sign.

Materials – One point is given for materials if the material used is inconsistent with the architectural style of the building where the sign is to be installed. An example would be a plastic-faced sign installed on a historic (older than 50 years) building.

Proportion – Two points are awarded for this element if the sign proposed is not in scale with the portion of the building where the sign will be installed.

Other Signs – One point is given for each sign a business installs in excess of the number of public entrances to the business.

Projection – One point is given for any sign which is installed at an angle other than parallel to the building façade. Awning signs on the valance or face of the awning are the exception. Corner-mounted signs shall be counted as projected in two directions. One sign face will be counted, provided the sign is designed in such a way that only the face is visible from any one direction.

Free Standing – One point will be given for any sign which is not attached to the building where the business is located.

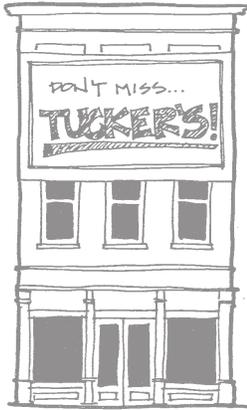
Size – Any sign with an area greater than 30 square feet shall be assessed one point for each three square feet above 30. Calculation for the area shall be based on the outside edge of the sign. Awning signs shall be calculated as the area of the awning used, unless it is internally illuminated whereby the entire awning is counted.



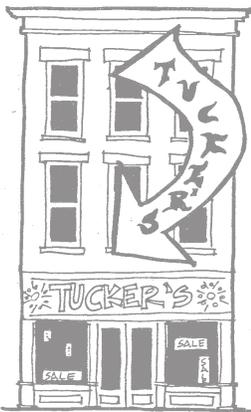
Appropriate projecting sign

Site and Setting

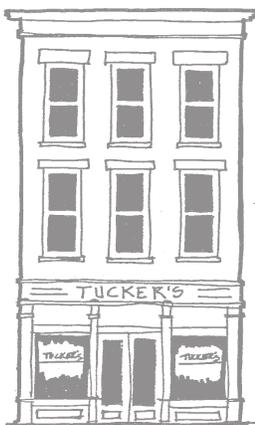
3.6 SIGNS



Inappropriate: sign placed too high and is too big



Inappropriate: too many signs and poor placement of signs



Appropriate signage

ADDITIONAL SIGN GUIDELINES:

1. Storefront signs shall complement the architecture of the building they are on and reflect the nature of the business that they are identifying.
2. Remove any inappropriate or extraneous signs.
3. Install new signs that do not cover architectural details of the building, or detract from its overall architectural design.
4. Attach signs above storefront lintels, or at the height of lintels. Signs may be also placed on storefront windows and transoms.
5. Remove obsolete non-historic signs and unused sign supports.
6. Retain and refurbish historic signs that identify the original or early use of the building.
7. Do not install standardized signs, including plastic or internally lit signs that advertise brand names not exclusive to the business.
8. Do not install new roof top signs or signs that extend above the roof line or above the window sill line of the second floor.
9. Blend the color, materials, and lighting of signs with the color, materials, and lighting of the overall structure.
10. Internally illuminated neon, wood, and plastic signs are permitted, provided the location, size, design, and colors do not detract from the architecture of the building.
11. Limit the number of graphic elements on signs needed to convey its major message: usually the name of the company or business.
12. Signs should be compatible with signs on adjoining premises and should not compete for attention.
13. Corporate logos and signs that have a prototype design should adhere to the same criteria as all other signs.
14. Awnings on commercial structures may incorporate signs on the valance or front face of the awning. These signs adhere to the same criteria as all other signs.
15. Install signs that are in proportion to the building they identify.
16. Window signs should not exceed 25% of the total window area.
17. No more than three signs should be placed on a building or address. All three signs should not exceed the total sign area that is permitted.