

## WALL SIGN

## TABLE 5.1

**A. DESCRIPTION.**

A sign painted or applied directly to the wall, typically above the storefront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters and/or logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.

**B. DESIGN STANDARDS.**

1. Maximum one wall sign per business along frontage. In multi-tenant buildings, only the businesses with frontage on the sidewalk shall be allowed a wall sign, in compliance with these standards.
2. Wall signs shall be located above the storefront and at least 12 inches from any eave, edge of building or top of parapet. On multi-story buildings, wall signs shall be located either above the storefront or above the openings on the uppermost story.
3. Maximum thickness of sign as measured from the wall shall not exceed four inches.
4. Minimum 24 inches between sign and any opening.
5. If illuminated, external illumination required and shall be mounted to maintain visual integrity of the sign.

FIGURE 5.1. WALL SIGN STANDARDS



SIGNAGE ELEMENT	MIN.	MAX.
a Height	none	18 in.
b Width as % of facade width	none	60%



Example - Individual, internally illuminated letters mounted directly on wall.



Example - Letters painted directly on wall (awning sign shown in combination)

**TABLE 5.2**

**WINDOW SIGN**

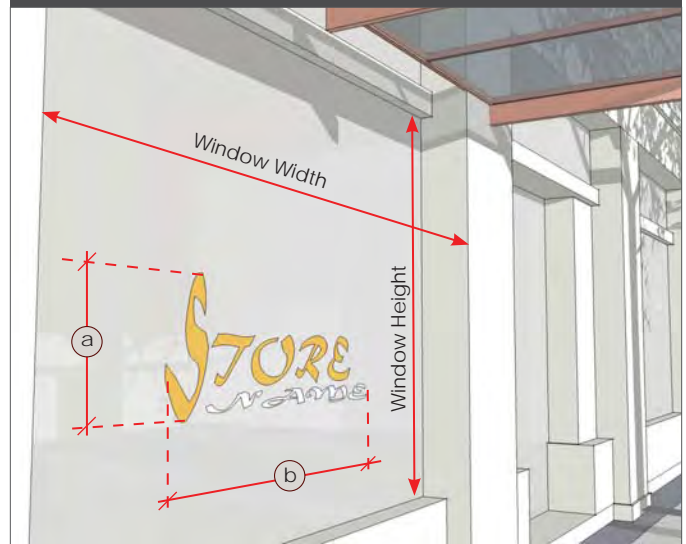
**A. DESCRIPTION.**

A temporary or permanent sign painted or applied directly to the storefront window(s) and/or door(s). This type typically consists of individual letters and a logo with allowances for some contrasting background. Window signs also include posters for advertisements and sales, product merchandise posters, open and closed signs, and painted or etched business names and logos.

**B. DESIGN STANDARDS.**

1. Maximum one (1) window sign per storefront;
2. Window signs shall not occupy more than 25% of a window.
3. Permanent window signs shall be individually painted, etched or otherwise applied letters or logo graphics surrounded by clear glass.
4. Signage inside the shop space is not allowed within 4 feet of the window;
5. Temporary signs – including product or event posters – may include an opaque background.

**FIGURE 5.2. WINDOW SIGN STANDARDS**



SIGNAGE ELEMENT	MIN.	MAX.
<b>a</b> Height as % of window/door height	none	50%
<b>b</b> Width as % of window/door width <sup>1</sup>	none	50%
<b>c</b> Area as % of total window/door area	none	25%

<sup>1</sup> Storefront width is measured between walls or columns of at least 8" in width.



Example - Individual vinyl letters with feature area at top center and contrasting background along bottom.



Example - Logo and letters painted directly on inside of window.



## FRONT YARD WALL SIGN

## TABLE 5.3

**A. DESCRIPTION.**

A sign that is located within the front yard of a property on a low wall that encloses outdoor dining, parking, or open space areas. In addition, the low wall can include a gateway with a small hanging sign. Wall signs may occur as a freestanding sign for fueling stations subject to location and size limitations aimed at scale and compatibility with pedestrian frontages.

**B. DESIGN STANDARDS.**

1. One sign may be placed at each end of the wall provided that there is at least 50 feet between each sign.
2. Signs shall not encroach into any required visibility area, right-of-way, or private street.
3. Walls and signs shall be designed with materials, colors, and details that are compatible with the design of the building on the site.
4. The area surrounding the sign shall be landscaped.
5. Signs shall be externally illuminated. Internal illumination and neon lighting is prohibited.
6. Gateways may include a small hanging sign up to 12 by 24 inches when there are at least eight feet of vertical clearance.

FIGURE 5.3. MONUMENT SIGN STANDARDS



SIGNAGE ELEMENT	MIN.	MAX.
<b>a</b> Height	none	2 ft.
<b>b</b> Width	none	20 ft.



Wall-integral example - Individual letters attached to stone wall highlighted by appropriate landscape.



Wall-integral example - Individual letters attached to stone wall uplit from ground.

**TABLE 5.4**

**PROJECTING SIGN**

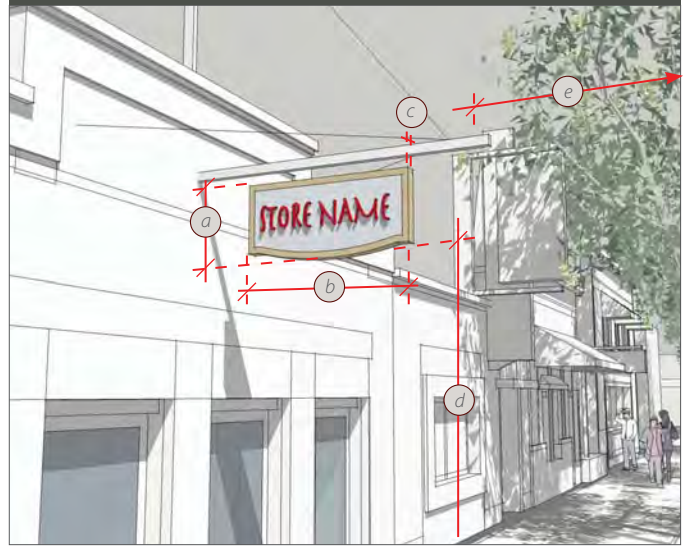
**A. DESCRIPTION.**

A double-sided sign that projects perpendicular to the building facade from a mounted wall brace or from the ceiling of a balcony or arcade. Projecting signs typically project over a public right-of-way such as a sidewalk or public open space and are intended for viewing by pedestrians approaching the shop.

**B. DESIGN STANDARDS.**

1. A maximum of one projecting sign is allowed for every storefront entrance on the facade;
2. Projecting signs shall be mounted near storefront entrances.
3. The maximum area of a projecting sign shall not exceed 10 square feet;
4. At least eight feet of vertical clearance shall be provided from the lowest point of the sign and the sidewalk.
5. Projecting signs that hang from the ceiling of a balcony or arcade shall not exceed a width of four feet and shall be centered within the balcony or arcade
6. The top of a projecting signs shall be located below the windows on the second floor of the building.
7. Projecting signs shall be externally illuminated by a

**FIGURE 5.4. PROJECTING SIGN STANDARDS**



SIGNAGE ELEMENT	MIN.	MAX.
<b>a</b> Height	none	18 in.
<b>b</b> Width	none	48 in.
<b>c</b> Thickness	none	3 in.
<b>d</b> Vertical clearance from sidewalk	8 ft.	12 ft.
<b>e</b> Horizontal clearance from adjacent curb	24 in.	n/a



Example - Rectangular projecting sign with painted relief and decorative bracket.



Examples - Left: Vertical rectangular shape with stylized edge and simple, color coordinated bracket mounted above the storefront. Right: Oval and rectangular shaped signs for different businesses on a tall facade, mounted at pedestrian scale.



## PROJECTING SIGN

## TABLE 5.4

light mounted on the facade or by neon tubing used to illuminate letters, symbols, and accent frames;

8. Supporting hardware such as brackets shall be architecturally compatible with the building facade;
9. Projecting signs not allowed under an awning or horizontally within five feet of an awning or another projecting sign; and
10. An encroachment permit is required if sign projects within public right-of-way.



Example - Projecting sign with depiction of product sold within the store.



Example - Rectangular projecting sign hanging from horizontal pole.

TABLE 5.5

## SIDEWALK SIGN

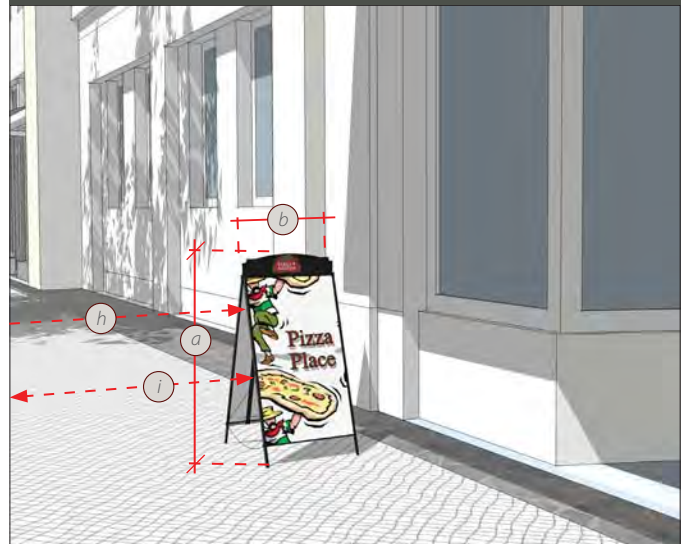
**A. DESCRIPTION.**

A two-sided, non-illuminated, portable and temporary sign placed outside a storefront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by retailers, office tenants, theaters, restaurants, cafes, and other food-oriented businesses. Sidewalk Signs – also known as Sandwich Board and A-frame Signs – should be unique, not generic, and lend interest and liveliness to the streetscape. Such signs should effectively communicate the message and attract customers with minimal text and images and by simplicity of design and placement should avoid visual clutter.

**B. DESIGN STANDARDS.**

- 1. Durable Material.** Signs shall be constructed of durable material, sufficient to withstand inclement weather and color fading due to sunlight. Materials may include wood, wrought iron, fiberglass, and metal. Vinyl, plastic, glass or other breakable materials, and lighting within the sign are prohibited.
- 2. Weighted.** Signs shall be weighted to withstand being overturned by wind or contact. Weights, if required, shall be concealed or incorporated into the design of the sign and not simply applied. Flexible signs are not permitted.
- 3. Dimension and Area.** Signs shall be no more than 3 feet high nor 2 feet 6 inches wide at the base. Each sign face, shall contain no more than 7.5 square feet of sign area on each side.
- 4. Design.** The design, graphics, colors and materials should complement the design of the shopfront and business and present a finished appearance. Graphic symbols are recommended, utilizing images that convey the goods or services offered.
- 5. Attachments.** Signs shall not contain posters, flyers, balloons, pennants, flags, or other attention getting devices attached to the sign.
- 6. Projections.** There shall be no projections other than raised carved letters, which shall extend no more than ½ inch from the sign face.
- 7. Edges and Corners.** Signs shall contain no sharp or jagged edges or corners.

FIGURE 5.5. SIDEWALK SIGN STANDARDS



SIGNAGE ELEMENT	MIN.	MAX.
<b>a</b> Height overall	18 in.	36 in.
<b>b</b> Width	18 in.	30 in.
<b>h</b> Horizontal clearance from adjacent curb	18 in.	none
<b>i</b> Pedestrian clear pathway	6 ft.	none



Sidewalk Sign Examples - Foldable, unobtrusive with concise message.

## SIDEWALK SIGN

## TABLE 5.5

8. **Moving Parts.** Signs shall contain no parts or devices that are movable or that move in an uncontrolled manner.

### C. PLACEMENT STANDARDS.

Signs shall be located so as not to interfere with safe pedestrian passage or motorist sightlines. The following apply to all sidewalk signs:

1. Maximum one sign per business.
2. Signs shall only be displayed during hours of operation.
3. Signs shall be allowed only where a minimum 6'-0" wide clear path for pedestrians can be maintained.
4. Signs shall be located within 6 inches of the storefront it serves.
5. Signs shall not be permitted within 15 feet of any crosswalk or intersection.
6. Signs shall not obstruct adequate and safe visual clearance for vehicular or pedestrian traffic. Any sign found to interfere with vehicular or pedestrian visual clearance shall be removed immediately or relocated to a location where interference does not occur.
7. Only one such sign shall be permitted at each corner of an intersection. Up to three businesses may share a freestanding sidewalk sign and related permit responsibilities.
8. "Reader board" signs with removable slide-in letters are unacceptable.
9. Signs shall not be affixed to any wall or mounted on wheels.
10. Signs shall be maintained in good structural and aesthetic condition.
11. All illegally placed signs shall be issued notices of violation and shall be confiscated if continued violations occur.



Sidewalk Sign Examples - Made of durable materials and utilize graphic symbols that convey the goods offered within the store.



Sidewalk Sign Example - A chalkboard allows easy display of daily specials.



**TABLE 5.6**

**ROOF SIGN**

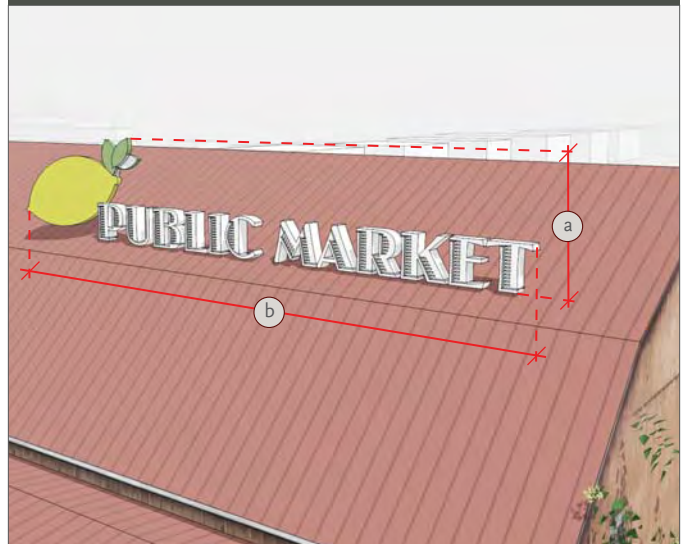
**A. DESCRIPTION.**

A sign erected upon, against, or directly above a roof or above the parapet of a building. Roof signs are intended to help emphasize the identity and presence of the T.O.D. and Downtown, especially to rail passengers and passing motorists.

**B. DESIGN STANDARDS.**

1. Maximum one sign per building;
2. Roof sign shall only be applied to buildings at least 100 feet in length, and only in the SA and CC zones;
3. Structure supporting the sign shall be integral to the design and architectural style of the sign;
4. Lighting shall be exposed neon on a decorative background or from external sources not visible from the ground or that are an integral part of the sign design; and
5. Colors and materials shall complement those of the building.

**FIGURE 5.6. ROOF SIGN STANDARDS**



SIGNAGE ELEMENT	MIN.	MAX.
<b>a</b> Height	3 ft.	15 ft.
<b>b</b> Length of sign	none	50 ft.
<b>c</b> Thickness	none	12 in.



*Examples - Distinctive and inventive signage for individual business.*