

5.1. Marketing and SIGN BASICS

The City of Bainbridge has established a commercial sign ordinance (City Code, Article 13 “Sign Regulations”) that has precedent over these guidelines. However, these guidelines are to be used as a compendium with suggestions for commercial buildings in the Bainbridge Local Historic District. With significant focus on buildings in the historic downtown commercial area, it is the intent of this section to help building owners understand their building features and how appropriate scale, type, materials and placement of signage will benefit their businesses.

The quality and amount of signage on a building can influence the visual character of a downtown either positively or negatively. Each and every storefront should be an individual statement to its intended market and audience, while also appearing in harmony with neighboring storefronts.

Different types of signs serve different purposes in a downtown area. In most areas of any downtown, first impressions may be from an automobile, and certain signs are designed to be seen from that vantage point. Other signs are intended for the pedestrian to read while

Keep It Simple

While these guidelines are intended to prevent sign and visual “clutter” in the historic district, they are primarily meant to guide the business owner to an understanding of traditional sign placement and good design. Keeping information and expression within established guidelines not only helps each business, but the district as a whole.

strolling the sidewalk. The building or business owner’s choice of materials, size, scale and type of signage is reflective of the way that the sign is intended to be viewed. A general rule of identification is that any patron needs only to recognize where a business is once. These traditional commercial sign guidelines provide for the multiple types of commonly used signs that allow for the best business visibility. This chapter suggests how to “read” individual buildings in order to identify proper sign placement depending on each primary facade, and divides the facade area for “business divisions” if there might be multiple sign users.

Despite the rich architectural history of the City of Bainbridge exemplified by distinct building styles over many periods of its history, simple “marketing” rules related to signage remain basic:

- KEEP IT SIMPLE
- STAY IN CONTEXT
- USE APPROPRIATE SCALE
- FOLLOW GOOD SIGN PLACEMENT PRACTICE
- CREATE A HIERARCHY OF SIGN TYPES

APPROPRIATE:



Bainbridge, GA 2008

Keeping sign information simple and placed in traditional locations is key in the downtown commercial district where businesses are close together. Fitting simple, bold lettering within prescribed sign space is appropriate.

INAPPROPRIATE:



Bainbridge, GA 2008

In Bainbridge sign clutter is not an issue. Rather the lack of information and primary signs is an issue. Most commercial spaces have active businesses, but lack of basic signs, as well as awnings covering entrances, creates the appearance of vacancy.

The Context of Signs

It is important to design and/or choose sign styles appropriate to the building style and the manner in which the signs will be seen from the surrounding environment. Signs should work in context with the form of the individual building. Use fundamental features of the facade such as building piers, storefront cornices, and storefront framing for traditional and best placement of signs (Figure 3.2 next pg). Many upper facade features and stylized materials will provide built-in framing. Any new or reproduction sign should be consistent with the placement and type of signage that would historically have been used (or intended to be used) with that building. A building should not be adorned with signs that change the construction of the facade or the storefront. For example, Victorian era storefronts should avoid the application of detailed Colonial styled signage or overly “themed” lighting and amenities that change the character of the architecture. The sign should be considered an expression of the type of business and therefore an extension of that individual business’s identity, but the historic architecture should also be taken into consideration.

If the storefront or business model is designed to use contemporary sign materials, a traditional approach with respect to placement, size and scale relative to the building features should still be followed. Additionally, the sign and its method of attachment should be reversible, to the greatest extent possible, in order to maintain the integrity of significant building materials.

Use Appropriate Scale

Scale can be subjective. Size limits set within these guidelines should guide an understanding of scale. To judge scale each business must consider the overall coverage of all signs being used on its facade, the perception the signage is going to create, and how the signage aligns with neighboring signs. The average size of other signs in the immediate downtown environment might determine whether appropriate sign scale in a particular part of the district is smaller or larger. A marketing rule for scale is generally the smaller the sign and less information provided, the more sophisticated the business will be perceived. Businesses that overcrowd type on out-of-scale signs are often perceived as lower-end or discount retailers.

APPROPRIATE:

MACTEC Photo archives, 2007

A single-bay contemporary framed storefront with traditional construction is shown here with an appropriate amount of signage. The design of a primary blade sign and secondary sign band over the door is in-context with the character of the space, the architecture and business.

APPROPRIATE:

MACTEC Photo archives, 2007

Scale of signs must fit the pedestrian oriented district and must not dominate the architecture. Note the background sign board is empty but pre-defines size.

INAPPROPRIATE:

MACTEC Photo archives, 2007

Flat vinyl letters applied to an out-of-scale signboard are shown above. The entire sign is set across facade elements including the building piers, banding and over the storefront’s opening edge. This becomes out of context to the traditional architecture.

INAPPROPRIATE:

MACTEC Photo archives, 2007

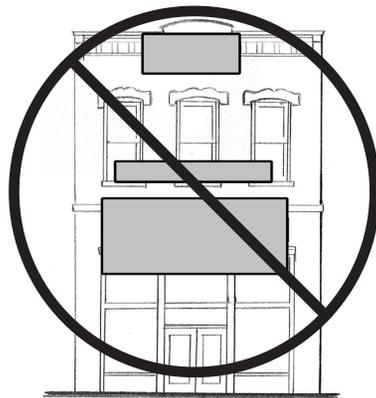
A sign that is too small for the large area of the upper facade is out of scale. This may interrupt the rhythm of signs and horizontal continuity of the block. The entire business may be overlooked.

5.1. Sign Basics (continued)

Follow Good Sign Placement Practice

5.1.1 It is not appropriate for a sign applied to a building to be allowed to obscure any significant architectural details of a building face, nor for a wall sign cover existing windows.

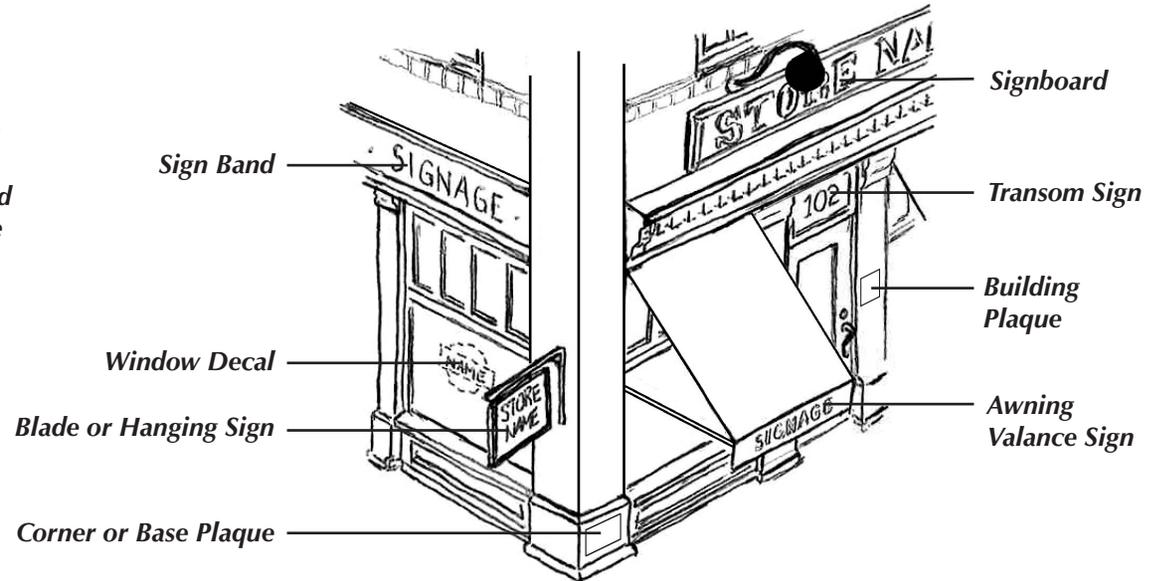
Fig. 5.1: INAPPROPRIATE Sign Placement



Signs placed over building elements and window openings are inappropriate.

Fig. 5.2: Contextual Types and Placement of Signs

For illustration only, all signs would not be appropriate on one building:



Create a Hierarchy of Sign Types

These guidelines use three different sign category terms to suggest a traditional system of sign hierarchy per business division, rather than per facade (see also Section C, Chapter 5.4 - Dividing the Facade for Clearer Signage):

- PRIMARY SIGN
- SECONDARY SIGN(S)
- SUBORDINATE SIGN(S)

Quick Reference Guide to Sign Hierarchy:



Primary Signs: pg. C-8



Secondary Signs: pg. C-10



Subordinate Signs: pg. C-11

C COMMERCIAL SIGN GUIDELINES

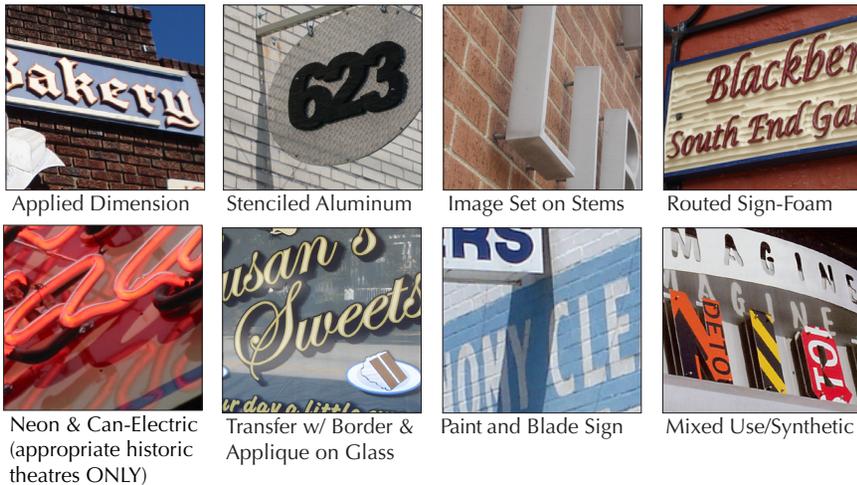
Chapter 5 INTRODUCTION TO SIGN BASICS

5.2. Sign Materials

All attached signs should be (or appear) dimensional. It is not expected that all signs be “hand hewn” or crafted as they were 100 years ago from period materials. True dimensional letters catch light and cast shadow adding depth and highlight to the characters or logos during the day or night (see Fig. 5.3). (See page C-3 - Create a Hierarchy of Signs.)

APPROPRIATE – General Materials for Dimensional Primary Signs

The images below are illustration purposes only, not all from Bainbridge, and do not represent the only design for signs considered appropriate

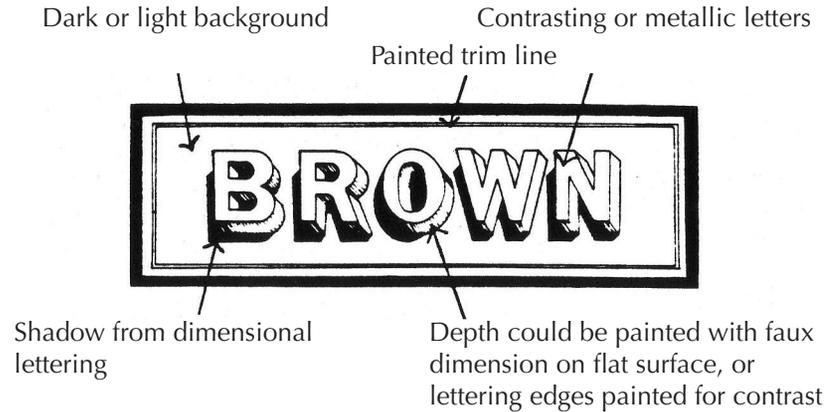


Bainbridge, GA, MACTEC Archives, and National Trust

- 5.2.1 Wood is appropriate in cut, stenciled, routed, or dimensional letters.
- 5.2.2 Aluminum (stencil cut or mounted on “stems” from the sign board or anchors set into mortar joints on the wall) is appropriate.
- 5.2.3 Synthetic modern materials such as toolable sign foam, applied pre-fab and primed-paintable dimensional lettering, “Cintra” brand board, or fiberglass reinforced plastic (FRP) are appropriate.
- 5.2.4 Hand-painted signs with implied dimension are appropriate.
- 5.2.5 Any creative mix of appropriate materials forming sculptural layers is appropriate.
- 5.2.6 Stencils or metallic foiled lettering can be used as material for applied window signs of any type. Give these dimension with an additional applied border (contrast color to lettering or black) outline
(See pages C-5 & 6 for appropriate definition and use of neon materials.)

Fig. 5.3: Typical Dimensional Lettering and Paint Example

Colors suggested for Illustration Only:



INAPPROPRIATE – Materials for Primary Sign in General



Vinyl Banner or “transfer” applied letters.



Plastic Internally Lit box signs are not appropriate.

The very few “inappropriate” materials for signs allows for good, unique signs to be created from just about any medium. Context, placement and scale are more important than materials.

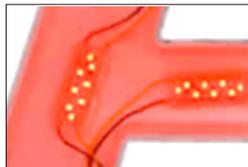
- 5.2.7 Inappropriate “Quick” signs of vinyl lettering, heat transfers, or stick-on lettering used as Primary Signs have a cheapened and non-durable appearance for the business. These may be used as a “secondary” or “subordinate” signs on awning valances and some window applique (see also Section C, Chapters 6.2 and 6.3, respectively).
- 5.2.8 Back-lit plastic light box or plastic neon-appearing signs are inappropriate as Primary or Secondary Signs.

5.3. Sign and Architectural Lighting

Lighting of signs (and buildings) should be taken into consideration by every building owner. Evening hours are the time when many businesses are viewed from passing cars or pedestrians. More focused “direct marketing” can be achieved with an appropriately lit sign at night than during daylight hours when the entire downtown environment may visually distract. Traditional reproduction fixtures, and stylistically appropriate forms of lighting (Figure 5.4) will be compatible within the Bainbridge Local Historic District.

SPECIAL NOTES:

- 5.3.1 The Historic Preservation Commission may determine in specific cases, or in general, that the amount of lighting is too great and disruptive to the environment or architecture.
- 5.3.2 Holiday lights or interactive seasonal displays are welcomed, however only temporarily. Ensure holiday displays encroaching on sidewalk space and/or displays do not shine in pedestrian’s eyes.
- 5.3.3 Allow artful use of new lighting technology. Light Emitting Diode (LED) light sources are effective in creative and innovative sign packages and architectural lighting. The Historic Preservation Commission will require additional review of timed fades, brightness, and amount or type of housing (i.e. “channel lettering”) the LED is set into.

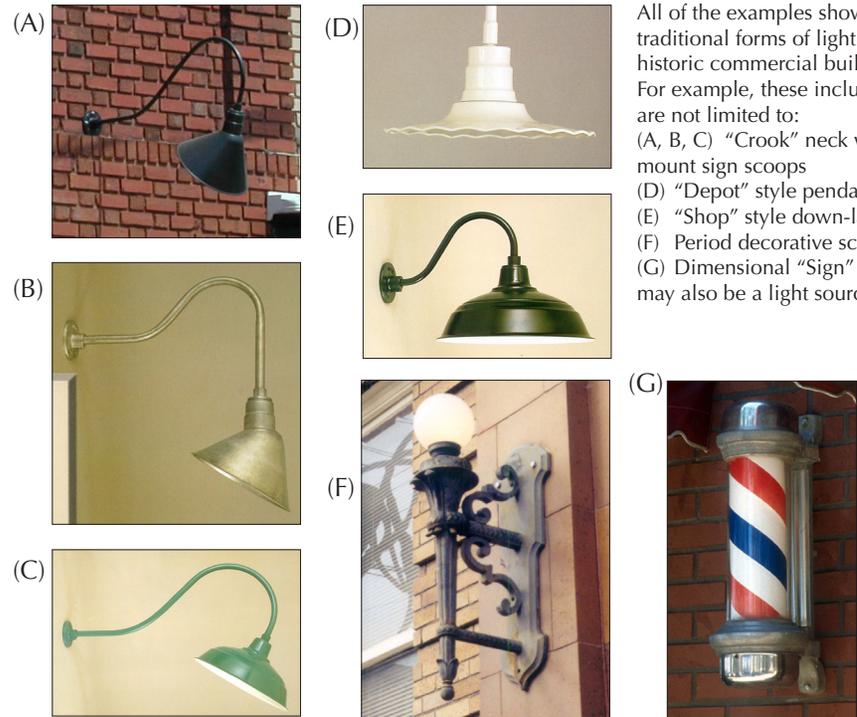


(Left) New light sources. Light Emitting Diode (LED) “strings” are being used as sources for internal and creative sign lighting (These can be fixed or set with slow fades and changeable colors with special approval.) Close-up shown from inside.

True NEON vs. “Neon-Appearing” Signs

- 5.3.4 Exposed gas-filled neon tubes may be used to illuminate the name of the business or corporate identity as a Primary Sign ONLY if designed for a building facade style that would have used neon, as “grand-fathered” historic neon, or as for the front, external illumination of a theatre.
- 5.3.5 Gas filled neon may be used to “silhouette” stand-off lettering in order to illuminate the name of the business or corporate identity of the Primary Sign.

Fig. 5.4: Reproduction and Contemporary Lighting Sources



All of the examples shown are traditional forms of lighting on historic commercial buildings. For example, these include but are not limited to: (A, B, C) “Crook” neck wall mount sign scoops (D) “Depot” style pendant (E) “Shop” style down-lamp (F) Period decorative sconces (G) Dimensional “Sign” that may also be a light source.



Internally-lit gas filled neon tubes are only allowed in the commercial areas of the Bainbridge Historic District if applied to historic neon restorations and theatre marquees.

NEON NOTE:

- 5.3.6 Gas-filled neon tubes are often used for product endorsement, however must follow the guidelines for “Product Endorsement Signs” as described in “Advertising and Other Signs” (Section C, Chapter 6.4).

APPROPRIATE SIGN LIGHTING METHODS:



Front lit contemporary arm up-light



Front-lit traditional sign top-scoop



Neon or neon-appearing OPEN signs



Silhouetted back-lit dimensional lettering

APPROPRIATE SIGN LIGHTING METHODS:

- 5.3.7 Front-lit or direct lighting with, scoop, arm, or reproduction “crook-neck” commercial sign lights traditionally mounted above the sign board from the wall. Modern halogen pin spots mounted below on wall, frame, thin metal arms, or canopies are also appropriate.
- 5.3.8 Gas filled neon is appropriate ONLY in special circumstances (see Section C, items #5.3.4 - 5.3.6 “True NEON vs. ‘Neon Appearing’”).
- 5.3.9 Sculptural layers of material (creatively lit from behind) to create “silhouetted” lettering at night, or stand-off lettering that uses shadow from the front lit sources are appropriate.
- 5.3.10 Covered lighting sources can be LED “strings” or neon tube.
- 5.3.11 Architectural lighting accenting building details with pin spots, light columns, low-watt washes, planters, etc. must be removable. Additional determination of appropriateness is needed for timing slow changing fades or washes.
- 5.3.12 Backlit, molded or neon-appearing “OPEN” signs may be used inside any display window.

INAPPROPRIATE SIGN LIGHTING METHODS:



Full internally-back lit plastic sign or awning.



Light emitting diode (LED) signs set to scroll, blink, strobe, flash, etc.



Internally-lit plastic-front channel letters.



LED OPEN signs

INAPPROPRIATE SIGN LIGHTING METHODS:

- 5.3.13 Full, internally back-lit plastic, vinyl or illuminated box signs or back-lit awning signs are not appropriate.
- 5.3.14 Animated or electronic signs are not appropriate. These primarily include programmable Light Emitting Diode (LED) read-out or digital screen video . Electronic Product Endorsement may be considered appropriate signs and should follow all placement suggestions (see “Advertising and Other Signs” Section C, Chapter 6.4).
- 5.3.15 “Channel lettering” (individual, internally-lit dimensional lettering) should not be used as the entire sign or logo. Some internally-lit sign elements may be appropriate if designed as a part of a creative dimensional sign package.
- 5.3.16 Bright flashing, strobing or quickly changing colors are not appropriate.
- 5.3.17 Electric signs with boxed “raceway” for electric wiring or exposed mounting hardware are not appropriate.

5.4. The Primary Facade and Sign Division

The following steps are not included in City of Bainbridge Sign Codes. This is a suggested method to assist the proprietor and building owner to organize a division of signs in the case of multiple businesses sharing one facade.

The suggested size, area and hierarchy of different sign categories (see Section C, all of Chapter 6 “Downtown Commercial Sign Suggestions”) can be based on three simple steps of dividing facades shared by multiple businesses.

Step 1: Identify Primary Facade and Estimate Division by Physical Usage
 Every building has one Primary Facade, and buildings with multiple businesses may need to share the facade area for signs. Most businesses will occupy a single storefront or primary facade facing the street; however tenants may also locate in a corner multi-level space, or locate only on upper floors with no display windows. Who is allowed the “most” signage? This hypothetical “business division” can make it easier to determine sign sizes for each business. Some business blocks have equally divisible storefronts (i.e. single story side-by-side; row of identical storefronts; upstairs / downstairs) and some may be less equally divided in the primary facade (50%/25%/25%; etc.). In instances where corner or stand-alone buildings have multiple facades, only one facade is designated as the “Primary Facade” which in turn provides the location for the one allowable Primary Sign.

Step 2: Estimate Square Footage to Assign to Each Business
 Generally, each “business division” can be defined as the length and height of each individual business on the primary facade. The resulting square footage that each individual business is assigned determines the amount of facade exposure to begin to calculate appropriate signage per business.

Step 3: Use these Guidelines for Suggestions on Sign Types and Amount
 Different amounts of additional signage can be measured back to the Business Division of the Primary Facade (see all of Chapter 6 “Downtown Commercial Sign Suggestions” in the following Section C, Chapter 6). The example in Figure 3.5 shows that signs do not have to be placed only within the “business division” assigned to that specific business.

Fig. 5.5: Defining a Hypothetical “Business Division”

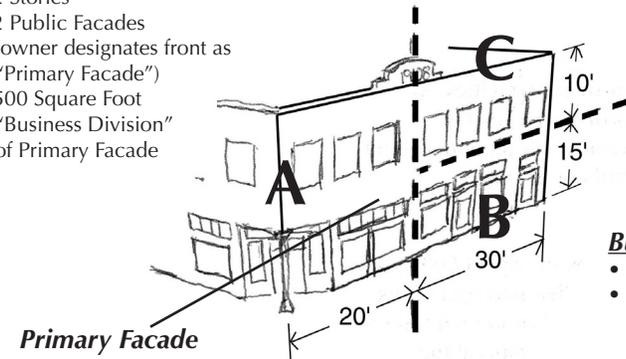
For suggested use only to assist with sign placement, amount and hierarchy. This is not code enforced.

Business A

- Corner Retail
- 2 Stories
- 2 Public Facades (owner designates front as “Primary Facade”)
- 500 Square Foot “Business Division” of Primary Facade

Business C

- Upper Floor Office
- 300 Square Foot “Business Division” of Primary Facade



Business B

- Street Level Retail
- 450 Square Foot “Business Division” of Primary Facade

Example: In the diagram above the building owner has elected to divide the primary facade into three parts: Business A is a two-story business located on the corner with 500 square feet (20’ width x 25’ height) identified as the primary facade; Business B is a single storefront at street level with 450 square feet of the facade (30’ width x 15’ height); and Business C is an upper floor space with 300 square feet of the facade (30’ width x 10’ height) with its primary entry at a street level side door. Businesses A, B, and C could join together to place a single sign, such as “Bainbridge Antiques Mart” across the sign band area, even though each business sells different goods. Or, each business could display individual signs. Business C (in the upper floor) is given the option of affixing its Primary Sign (see Fig. 3.6 Suggested Primary Sign Types) in the form of a perpendicular blade sign over its street entry door, scaled to the amount of its assigned upper business division area, even though the door is part of the lower facade business division. Businesses A and B choose mounted Primary Sign boards over their storefronts in scale with the amount of their business divisions. This gives business A the largest Primary Sign, followed by B and then C.

Sign Placement



6.1. The Primary SignDescription and Use:

The PRIMARY SIGN is the most dominant sign (i.e. largest in size, most prominently placed in the sign band or upper facade area, mounted on the exterior facade, or brightest lit with front lighting). (Fig. 3.6.)

- 6.1.1 The Primary Sign should ONLY be the business name, logo or business type (i.e. "Bicycles," "PIZZA," "Food," "EAT," "Loans," etc.).
- 6.1.2 The Primary Sign may be a dimensional icon, graphically depicting the type of business.
- 6.1.3 A side wall mural may become the Primary Sign and may exceed the suggested size on that facade. A variance may be granted for a wall mural sign if the HPC determines it appropriate; however, any other signs on any facade will be "secondary" to this sign. Painting an unpainted historic natural brick surface is not appropriate.
- 6.1.4 Awnings should NOT be used for Primary Signs, as they are a building amenity; however, awning valances may be used for Secondary or Subordinate Signs.

Significant Historic Signs:

Where identified by the HPC, these signs MUST be retained – they are "grand-fathered" Primary Signs as part of the historic facade.

- 6.1.5 Grand-fathered historic signs can be covered with new board or neon re-worked to accommodate a new business as long as modifications are "reversible" to the historic sign.

Suggested Amount of Signage:

- 6.1.6 ONE Primary Sign per "business division" of the primary facade (see Section C, Chapter 5.4 "Dividing the Facade for Clearer Signage" to see suggestions on visually dividing the facade per usage).

General Size Suggestion:

- 6.1.7 Primary signs, with the exception of projecting hanging signs, should have an aggregate area not exceeding 1.5 square feet for each linear foot of building face parallel to a street lot line.

Suggested Size Limitation:

- 6.1.8 Window signs on or above the second floor should cover no more than 30% of any one window.
- 6.1.9 A hanging or projecting sign, known as a "blade" sign, will usually be much smaller than the allowed general size based on construction limitations. The size of a blade sign depends on the room for, and style of, the bracket hardware, adequate space for stabilization (if wires are needed), and weight/stress on the building. These factors, plus the projecting space over the storefront coupled with potential right-of-way liabilities, will usually lead to this reduction in size from the allowable amount.

SPECIAL NOTES:

- 6.1.10 The Historic Preservation Commission may determine, in specific cases or in general, that the full size suggestion is too large "in-scale-to" a particular building, or would obstruct significant architectural features. In these cases, the HPC may suggest an appropriate size. Primary "blade" signs will usually be much smaller than the maximum allowed size. Awnings should generally not be used as primary signs, however if granted the lettering placement and size will require additional review (see below).



Only in unique circumstances should the primary sign be mounted on an awning. If the business should happen to change, the entire awning will become irrelevant. There is adequate space above this awning (shown here) for a horizontal sign board, and the awning could be mounted slightly lower for more sign space. This stated, the scale and placement of the lettering is good and not obtrusive.

6.1. Primary Signs (continued)

Fig. 6.1: Suggested Primary Sign Types



In the example above, a dental practice may have a Primary Sign that will read "HAPPY TEETH ON MAIN" – which is the actual name of the business – or simply "DENTIST." It will be the most predominant sign on the facade in one of three configurations shown:

- (A) a perpendicular hanging sign, or "blade" sign, over the sidewalk and storefront, side or corner mount,
- (B) mounted or painted to a flush surface on the building designated for sign use, or
- (C) the sign may just be a large fiberglass tooth hung from the side, front or corner of the building.



A painted primary sign, paired with a smaller secondary blade sign and bold awning sign, display a context of early (ca.1940s) auto-oriented commerce along North West Street.



A one-part downtown commercial building with a well defined area above the storefront for a flush primary sign board. Currently there is no sign placed here.



The flush primary sign set is centered to this stepped parapet upper facade. The sign band area is defined by the architecture and is appropriately scaled for the size of the facade.



The custom reproduction light fixture is a type of dimensional sign and a traditional material in context with this building's 1920s significance.

The above images are for illustration only. These signs do not represent the only applications and designs of signs possible, as every building and allowable sign area is individually unique.

6.2. Secondary SignsDescription and Use:

SECONDARY SIGNS are generally second, smaller versions of the Primary Sign or supporting signage to the business (Fig. 6.2).

- 6.2.1 Secondary Signs can be located in many places on the facade, and they must be approved by the HPC to be “secondary” in nature to the Primary Sign. This includes repeated, matching signs on awning valances or in multiple display windows.
- 6.2.2 The Secondary Sign may be the business name or the type of business.
- 6.2.3 The Secondary Sign may include tag lines below the name, graphics, or proprietor / professional’s name and title, or slogan.
- 6.2.4 The Secondary Sign could be a dimensional icon graphically depicting the type of business; however it SHOULD be smaller than the Primary Sign as described below.

Suggested Amount:

- 6.2.5 Generally ONE secondary sign per “business division” of the primary facade, with the exception of matching window signs (see Section C, Chapter 5.4 - Dividing the Facade for Clearer Signage for suggestions on visually dividing the facade per usage).
- 6.2.6 An identical PAIR (set) of window signs (on multiple display windows) can be counted as one Secondary Sign. (Fig. 6.2)

General Size Suggestion (each):

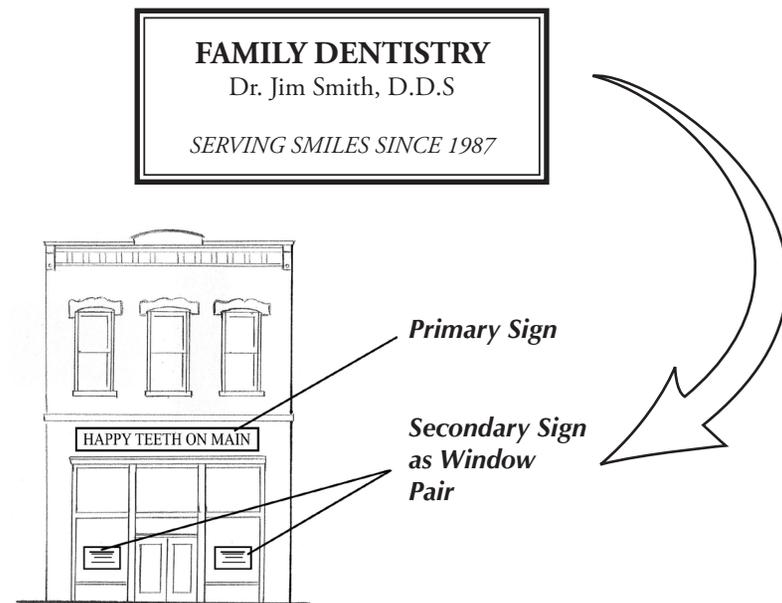
- 6.2.7 Suggested at 20% or less of the square footage of the Primary Sign as long as total square footage is not exceeded.

Suggested Size Limitation:

- 6.2.8 At any time, no single window should be covered more than 30%. Window signs on or above the second floor should be limited to identification and instructional signs.

Additional Sign Suggestion (to reduce clutter):

- 6.2.9 If the principal building or establishment is located at the corner of an intersection/junction of two public road right-of-ways, then one (1) additional wall sign of equal size shall be permitted on the side of the building facing the second public street. The length of the additional wall sign shall not exceed 80% of the length of the building’s front, measured at the front of the building line.
- 6.2.10 If there is an identical window sign (to create a pair) within a separate display window pane, and each conforming to the size limitations listed above, then the pair (set) might be used.

Fig. 6.2: EXAMPLE of Suggested Secondary Signs

Using the Flush Primary Sign, from the previous Figure 3.6, the Primary Sign reads “HAPPY TEETH ON MAIN.” The Secondary Signs are applied as a pair of signs to the two storefront windows. NOTE: This is a matching pair of signs as suggested to count together as one Secondary Sign – the dentist may still place “Subordinate Signs”.

6.3. Subordinate Signs

Description and Use:

SUBORDINATE SIGNS are usually not related to the title and/or type of the business, yet they are necessary for the function of operating a business. They are far less important for identification of the building and are intended for the pedestrian (Fig. 6.3).

- 6.3.1 Subordinate Signs are generally made of small type, window hangings or icons intended to be viewed by the pedestrian and store patron.
- 6.3.2 Subordinate Signs may consist of, but are not limited to: "OPEN" signs; store hours; credit cards accepted; menu postings; a repeat of the business name and/or type; a store slogan; proprietor's name, etc.
- 6.3.3 Neon signs are allowed, but subject to additional review of brightness to verify no flashing or changing color, and to help with placement if they are Product Endorsement signs (See Section C, Chapter 6.4 - Advertising and Other Signs).

Suggested Amount:

- 6.3.4 Usually multiple groupings make up the Subordinate Signs per "business division" of the primary facade (see Section C, Chapter 5.4 - Dividing the Facade for Clearer Signage for suggestions on visually dividing the facade per usage).
- 6.3.5 A business which occupies multiple storefronts and/or has side or corner display windows can use additional Subordinate Sign(s).

Additional Sign Suggestions (to reduce clutter):

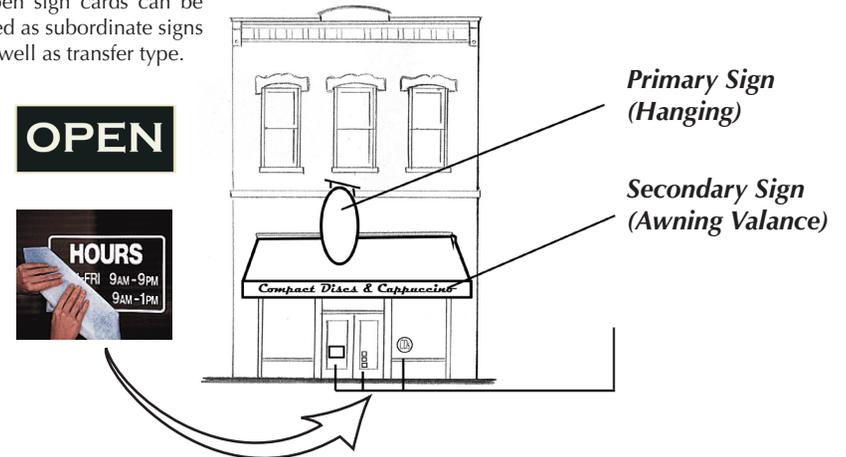
- 6.3.6 ONLY if the business occupies multiple storefronts and/or has side or corner display window area should additional Subordinate Sign(s) be used per additional facade.

Suggested Placement:

- 6.3.7 ONLY place subordinate signs on windows or display areas (this may include main entry door window panels).
- 6.3.8 On entry doors, Subordinate Signs should be either centered or set to the bottom portion of the door panel glass.

Fig. 6.3: EXAMPLE of Suggested Combined Subordinate Signs

Open sign cards can be used as subordinate signs as well as transfer type.



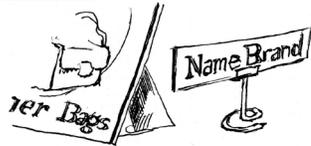
In the figure above, a business Primary Sign may read "MUSIC AND MORE" on a perpendicular hanging sign above the entry. The Secondary Sign is less prominent, on the awning valance in vinyl type lettering reads "Compact Discs & Cappuccino." The Subordinate Sign consists of a 1 x 1 foot square vinyl transfer "hours" in the door glass that also reads "Sorry, No Checks" in small writing across the bottom. The owner places a one-and-a-half square foot "OPEN" sign card within the main display window to the right of the entry.

C COMMERCIAL SIGN GUIDELINES

Chapter 6 COMMERCIAL SIGN DESIGN GUIDELINES

6.4. Advertising and Other Signs

APPROPRIATE:



Product Endorsement signs

Signs for products (i.e. "Timberland Boots," "Seattle's Best Coffee," etc.) should not be mounted or fixed on the building, nor directly to or behind the display window in any form. Product signage should be placed on display boards set at least two (2) feet back within the interior entry or window cases (display case space permitting), or mounted on interior side walls within the display window viewable area. Special consideration for endorsement signage, such as product wall murals, may be issued by the HPC, however it is strongly suggested the product have something to do with the business. Mounting or turning the side of a building into a billboard is unfavorable. A store can get a specific product endorsement as a Secondary sign ONLY IF it is a corporate re-sale franchise of that product and the sign conforms to the guidelines of a Secondary Sign (see earlier this Section C, Chapter 6.2).



Temporary SALE or Event Banners

Sale or event banners are generally large, sticker-type vinyl lettered "quick" signs, cheaper in materials, and therefore must be TEMPORARY. On the exterior, temporary banners should be attached with ties and mounted flush to the building. On the interior, these include anything hung within three (3) feet from the inner surface of the display glass.

Sale signs, which tend to be low-quality and quick, should be used sparingly as to not cheapen the environment of that business or those nearby.

INAPPROPRIATE:



Historic, Directory or Address Information

Street numbers, date plates, local historic site identification or National Register of Historic Places plaques are usually small and ancillary to any of the day-to-day business functions of a particular building. These should be mounted, similar to all of the above sign types, in a manner that is as unobtrusive as possible to the business or the architecture of the facade.