

CONTENTS FOR THIS CHAPTER:

Buildings as Signs	51
Sign Types	52
Inappropriate Signs	54
Sign Location	56
Sign Materials	59
Sign Illumination	60

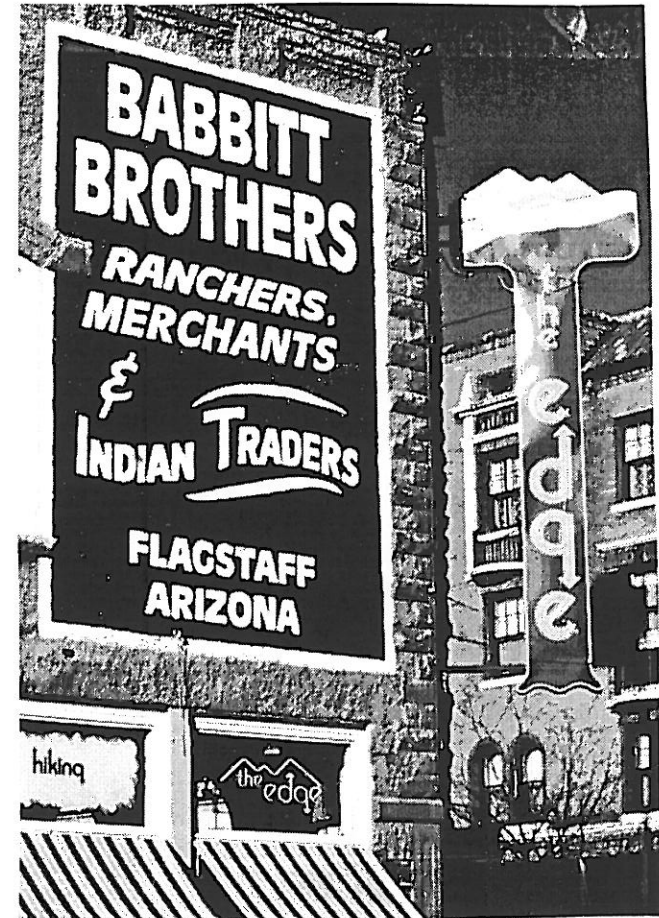
Note: The design standards for signs presented in this chapter are recommended as special supplements to the sign code for the downtown area only. Before beginning a sign project, check with City Hall to confirm that current ordinances allow the design ideas presented here.

S1. Consider your building front as part of the sign.

A sign serves three functions: First, to provide an index to the environment; second to attract attention, and third, to convey information. If the building front is nicely renovated, it can serve the attention-getting function, allowing the sign to be focused on conveying information in a well-conceived manner which is appropriate to the building's environment.



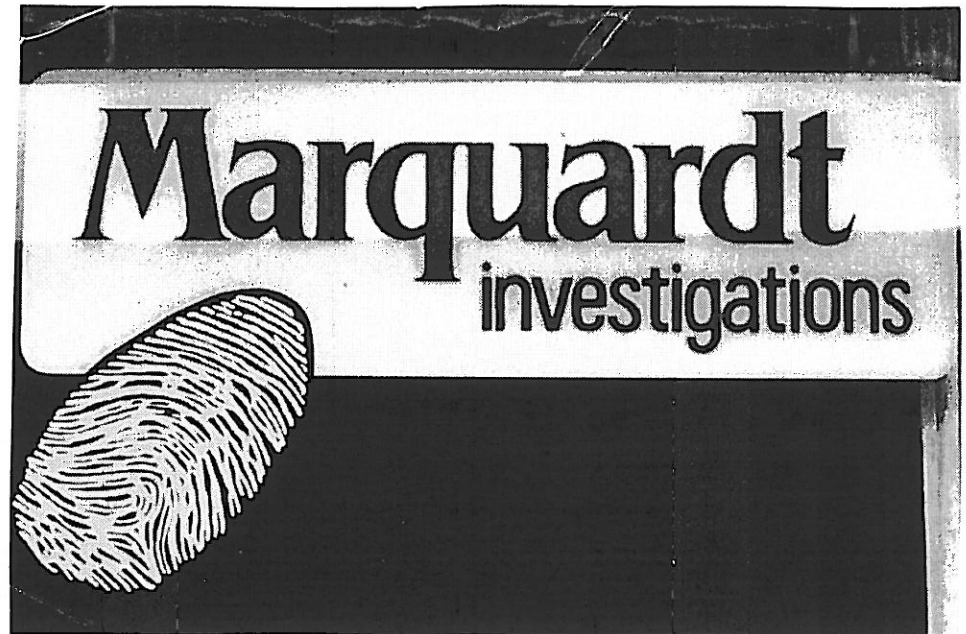
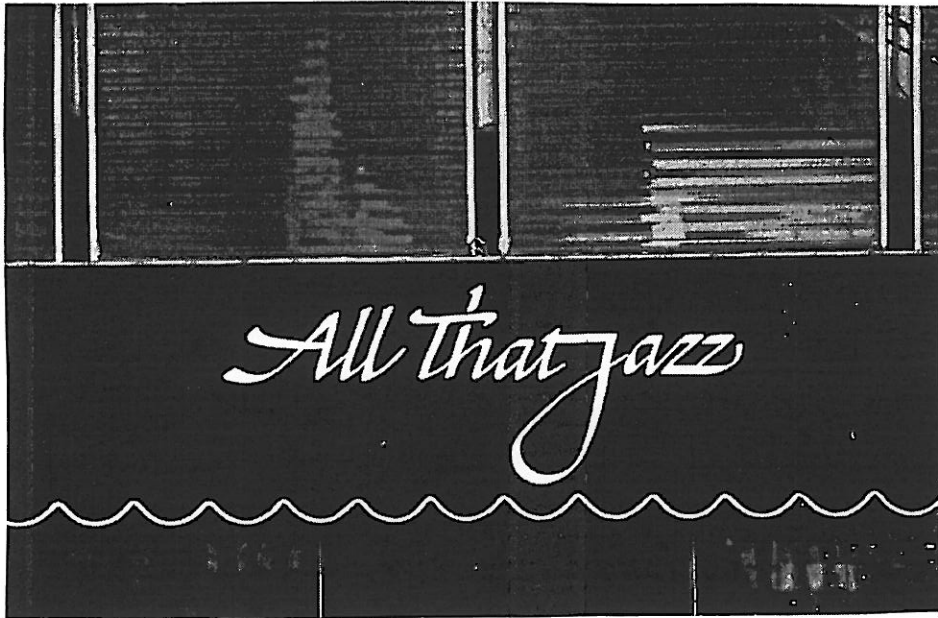
In some cases a historic painted sign survives on the side wall of a corner building. Preservation of these visual accents is encouraged.

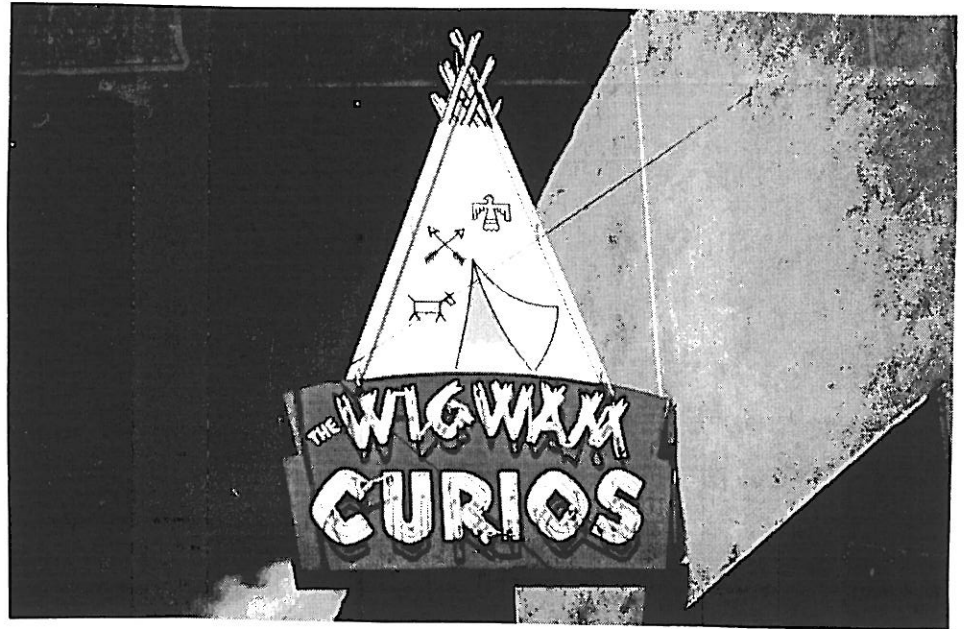


SIGNS

S2. These types of signs may be considered:

- Flush-mounted signs (usually mounted flat to the wall, just above the display windows)
- Short and relatively small free-standing signs (usually for auto-oriented businesses where parking is provided)
- Projecting signs (near the business entrance, near eye level)
- Window signs (painted on or hung just inside)
- Awning signs (often including a symbol)
- Monument signs affixed to the ground for auto-oriented businesses
- Product display signs in windows (lively, and changing)
- Murals where appropriate.
- Neon signs may be appropriate on some styles that relate to the Route 66 era. Positioning neon inside the storefront glass is preferred.
- Three dimensional signs for products or themes.





A list of inappropriate sign types is on the next page.

SIGNS

S3. These signs are inappropriate downtown:

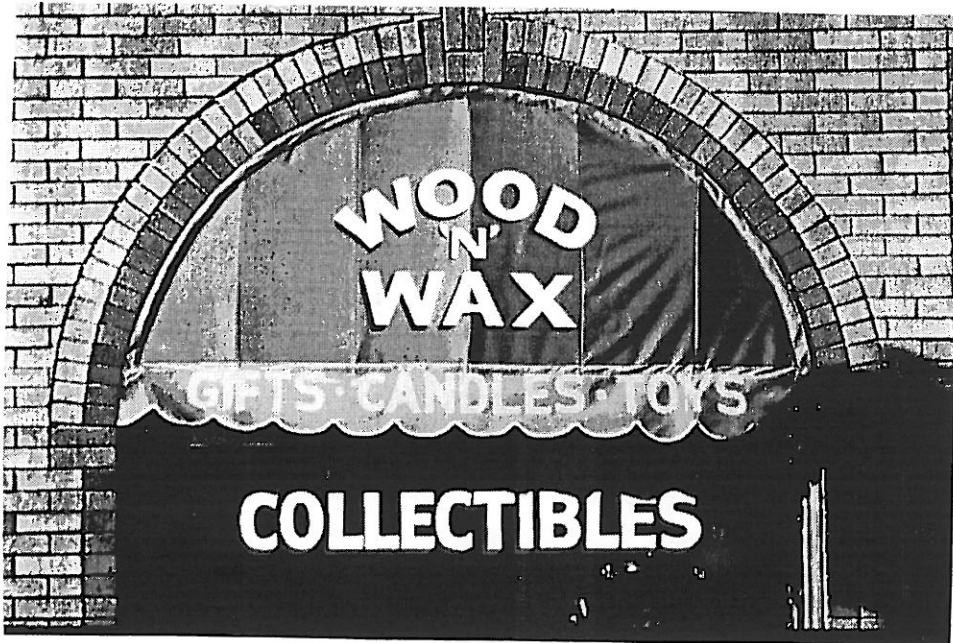
- Tall freestanding signs.
- Flashing signs.
- Signs that visually overpower the building.
- Can signs (interior lit cabinet signs).
- Awnings of inappropriate size or style.
- Signs above the second story sill level or above the roof or cornice line.



S4. Position flush-mounted signs so they will fit within architectural features.

These should help reinforce horizontal lines along the street. Coordinate the color scheme with the building front. Locate flush signs so they do not extend beyond the outer edges of the building front.

Look to see if decorative moldings define a "sign panel" for flush-mounted signs.



Coordinate sign colors with those of awnings and window shades.

SIGNS

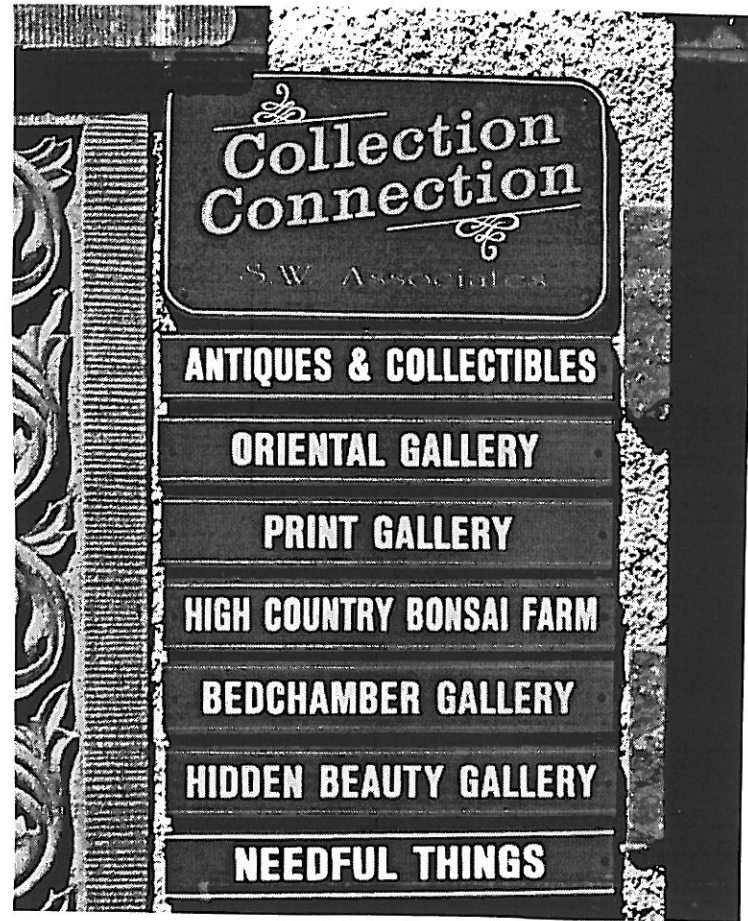
S5. Locate projecting signs along the first floor level of the facade, not above.

Place signs near the business entrance, to guide your customer's eyes to the door. Use symbols in projecting signs. These are more easily identified and remembered. They also add interest to the building.



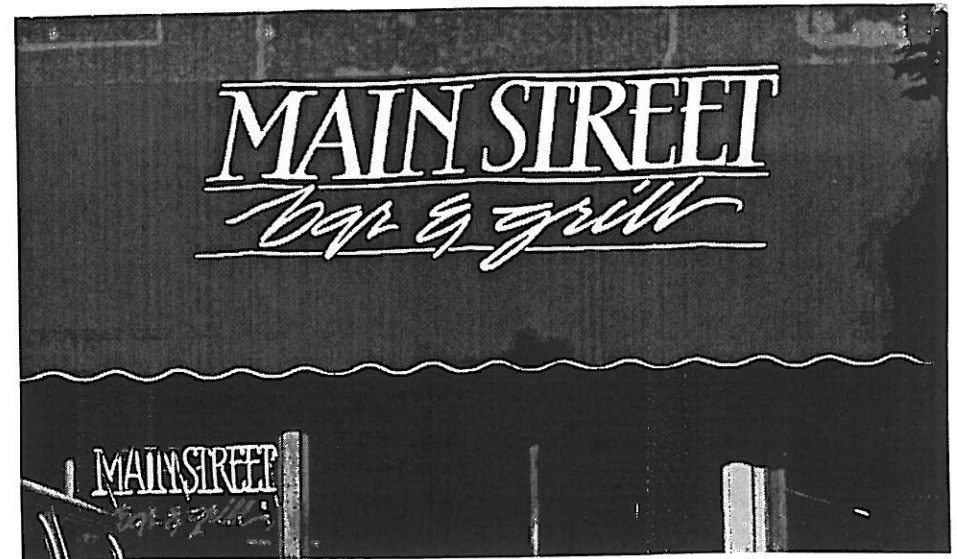
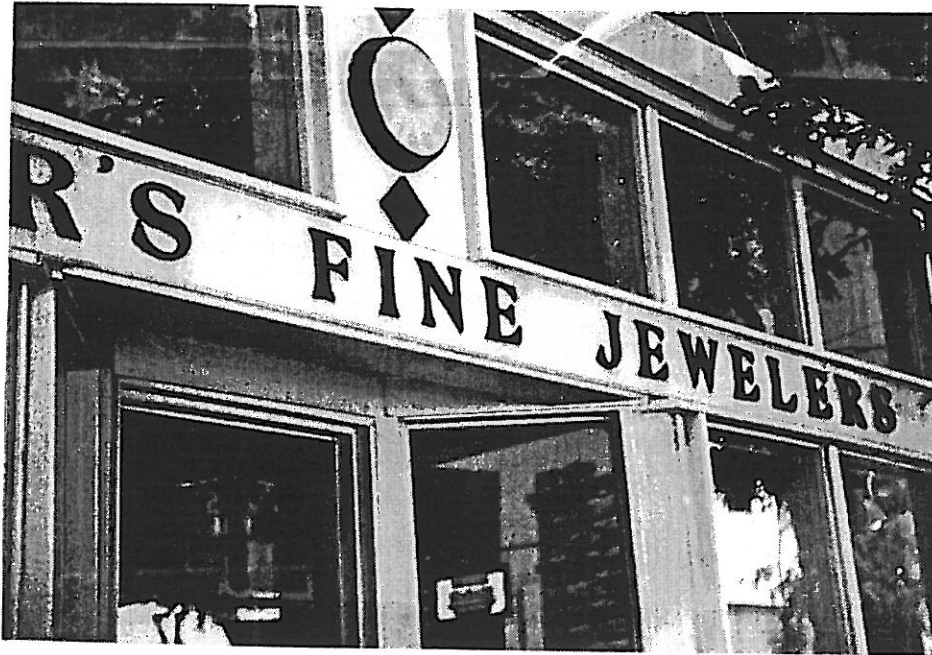
S6. Where several businesses share a building entrance, coordinate the signs.

Align several smaller signs, or group them onto a single panel or backgrounds for the signs, to tie them together visually and make them easier to read.



S7. Mount signs so they will not obscure any architectural details.

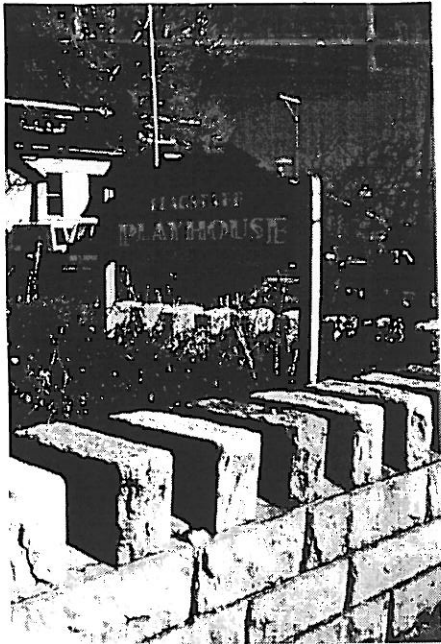
Note that you must have a permit for most signs in the downtown. Check with City Hall before ordering any new signs or repairing existing ones. When mounting or attaching a sign to a historic building, one should, if possible, attach it with fasteners into the mortar between the bricks or masonry, rather than directly into the brick or block.



SIGNS

S8. Locate freestanding signs in landscaped areas.

Keep them low in scale so they relate visually to the building. Free-standing signs (such as sandwich boards) should not obstruct pedestrian traffic on sidewalks.



S9. Sign materials should be compatible with the facade materials

Painted wood and metal are encouraged as sign materials because they relate well to the buildings. Use plastic only in limited amounts. Avoid highly-reflective materials that will be difficult to read.



S10. Select high quality sign materials.

Good craftsmanship will pay off in longer service for your sign, and it will convey a stronger image to the public. Select high quality materials: Signs are exposed to extreme weather conditions, and a deteriorating sign presents a poor image to customers.

Use a "custom" design that portrays your business as being unique. Mass-produced signs, especially rectangular plastic panel ones with internal lighting, fail to make a lasting impression.

S11. Indirect light sources are best for signs.

These focus light on the sign and the objects that are on display in a similar manner, so the viewer's eye moves comfortably between the two elements. Glare is also minimized.

S12. Illuminate signs in such a way as to enhance the overall composition of the facade.
