

EFFECTIVE OCTOBER 1, 2012

Uptown Façade Board Amendment to Design Guidelines Chapter 6 - Signage

6.0 SIGNAGE

6.1 GENERAL INFORMATION

All signage that can easily be viewed from the public right-of-way is subject to Façade Board review and approval. A sign is described as being attached to the glass or building on the inside or outside or placed inside the façade so as to be easily seen from the public right-of-way. A display is an arrangement of objects and/or products only.

6.1.1 NUMBER OF SIGNS

All signage is subject to Façade Board review and approval. Each business establishment is limited to a single principal/major sign (primary sign) per street front that the business faces. Secondary and Complementary/Special Purpose signs are allowed. However, the total square footage of ALL signs cannot exceed the maximum amount allowed (including signs placed on the outside and inside of windows and doors). All signs are to be included in the square footage calculation unless specifically exempted within this document.

6.1.2 SIZE OF SIGNS

The maximum number of square footage for all signage combined, including signage on the inside of storefront windows, is five percent (5%) of the total square footage of the façade of the building facing the public right of way. Where more than one business occupies the same building, the total signage of all businesses combined cannot exceed the five percent (5%) rule. Signs exempt from the five percent (5%) rule are specifically designated as such in these guidelines.

6.1.3 SIGNAGE ON GLASS

Additionally, signage placed on windows and door glass, whether inside or outside the pane, cannot occupy more than twenty-five percent (25%) of the glass space. When signs are used in windows, they must be professionally made or of good design. Glass signage is included in the total square footage of signage (5%) on the entire façade.

Signs placed in alcoves whether on glass or any other building material cannot occupy more than twenty-five (25%) of the alcove space. This signage will count towards the 5% total signage limitation for the façade.

Vinyl cling signs that describe products sold or used in a business are categorized as secondary signs and may be placed on glass storefronts. Vinyl signs are included in the 25% restriction for signage on glass.

6.1.4 LOCATION OF SIGNS

A sign shall be located on a building with regard to the design of the building. It shall be subordinate and complementary to the building. Inappropriate locations for signs are above the roofline, over architectural details, and obstructing windows or doors. Signs must be flush-mounted so as to reinforce the horizontal lines along the street. Signs must be professionally designed and appropriate for the streetscape and of an approved color scheme which are natural hues, to include primary, secondary, complimentary and tertiary colors. Corporate colors for signage are exempt from the approved color palette. Where buildings are on corners and face more than one public right of way, one principal sign shall be allowed for each frontage. Secondary signs are allowed only on the principal frontage of the building.

6.2 SIGN CATEGORIES

All signs will fall into one of three major categories: **Primary, Secondary, and Complementary/Special Purpose.**

6.2.1 PRIMARY SIGNS

A Primary Sign is the main sign used to identify the business/enterprise located in that specific building. These signs are typically commercial in nature and are a vital part of the CRD & C-1 zones. However, a balance must be struck between the need to identify and call attention to a business and the need for a positive identity and image for the entire business area. Signs should not be a distraction, but rather an enhancement. Excessive competition for visibility too often results in a shopping environment characterized by visual clutter with oversized, poorly placed, badly designed or unprofessional looking signs.

6.2.2 SECONDARY SIGNS

Secondary signs are those intended to provide additional information for the business such as services, products and hours of operation. Secondary signs are included in the 25% restriction and may not be any larger than four square feet in size. The size of such signage must be incorporated into the overall square footage restrictions for signage. Secondary signs may be LED but must be located inside the business and

cannot flash, scroll or have any other movement. Other forms of Secondary signs include:

- Directory Signs – A sign containing information relative to the location, distance to, or entrance into a business. Such signs must be permanently attached to the building, window or door.
- Public Information Signs – A sign containing emergency or legal notices, regulatory information, historical data of interest to the general public, and church bulletin boards.
- Awnings – Awnings are particularly useful for buildings with a simple or plain façade. The purpose is to provide shade for merchandise, shelter for pedestrians, and to accent the building front. Awnings also can add or detract from the character of the CRD & C-1 area depending on the design, colors, and condition. Within the larger framework of the streetscape, awnings can provide visual continuity for an entire blockfront. The goal is to ensure that awnings enhance the buildings and storefronts, and contribute to the overall image of Uptown. An awning must be of a fabric material, professionally made and the colors should be earthtone and blend in with the entire blockscape. Standard slanted fabric awnings, whether fixed or retractable, are generally the most appropriate. The selection of awning types, materials and their placement should be carefully coordinated and compatible with the character of the building and other structures along the streetscape. Business names, logos, products and services may be displayed on the inside, outside or sides of the awning. These must be in good taste and not clutter the façade. Signage should not occupy more than 40% of the awning. Signage lettering size on the awning should not exceed 12” in height. The signage must have Board approval.

An eight (8) foot clearance from the sidewalk to the lowest point of the awning is required. Awnings should be aligned with other awnings on the block. We encourage the use of the inside valance of the awning to place the name of the business so that it is visible from the sidewalk. The letters on the valance may be up to six (6) inches high. The area of lettering and logo shall be a part of the five percent (5%) maximum. The Uptown Façade Board must approve the design of the awning as well as the colors used. Awning colors must be earth tones.

- Sidewalk Boards – These devices must be professionally constructed of wood, metal or plastic or other durable material. They must have the name of the business professionally printed along the top in at least three (3) inch high letters. Shapes are not limited to rectangular and may be administratively approved. The remainder of the board may be professionally printed or may utilize chalkboards or dry-erase boards for hand-lettering. All unfinished material must be painted. No moving parts, glow-in-the-dark or florescent

paint or letters are allowed. Sidewalk Boards must be removed from public space when the business is closed each day. These signs are not part of the five percent (5%) signage maximum. Sidewalk Boards must be maintained in good repair.

- Menu/Event Display Cases – Approved menu/event display cases are to be attached to the façade. The cases must be professionally constructed of wood, metal or plastic. The cases can not exceed 4 sq. feet on the façade of the building. If the building has two street facades due to a corner location, the building may have 2 menu cases, one per street façade. Menu/Event cases are not part of the five percent (5%) maximum for signage. Menu/Event cases may be internally lit.
- Historical Plaques – Historical information may be displayed on a cast metal plaque securely attached to a façade or metal pole and is not included in the five percent (5%) signage maximum.
- "Open" Signs – Each façade may have a single "open" sign located adjacent to the main entrance door. A building that has two street facades due to a corner location, may have 2 “Open” signs. This sign may be neon, florescent, or LED, and shall have a maximum size of three square feet. “Open” signs may not flash, scroll or have any other type of movement.
- Credit Card Insignia – Each façade may have a single insignia for each card that is accepted. These should be grouped neatly on or adjacent to the glass of the main entrance door. Hours of operation and payment restrictions may also be placed here. These insignia are not part of the five percent (5%) maximum.

6.2.3 COMPLEMENTARY AND SPECIAL PURPOSE SIGNS

Complementary Signs are temporary signage which may be displayed for up to 30 days. These signs do not require Façade Board approval, and are not a part of the five percent (5%) rule. These signs fall into two categories:

- Posters that advertise dated events in the Uptown area. This signage consists of a single poster or multiple posters with a maximum total area of four square feet for all signs combined (this amounts to a maximum of (3) 11"x17" posters). If multiple signs are used, they should be grouped neatly together adjacent to the main entrance. This signage is not a part of the five percent (5%) maximum.
- Banners – Banners may be used to announce a significant event of a business, such as its opening, closing, major remodeling, change of ownership, etc. All corners of the banner shall be securely attached to the façade. They should be

well maintained and professionally made of a durable material. A banner shall have the installation date legibly printed on the banner face. The maximum area shall be 16 sq. ft.

Complementary signs do not require a Certificate of Appropriateness and may be displayed for a maximum of 30 days. This signage is not a part of the five percent (5%) maximum.

If a Complementary Sign is deemed inappropriate or unprofessional, the Uptown Façade Board has the right to require its removal even if within the original thirty (30) day period.

6.3 LETTERING

Lettering is as important as the message of the sign. It must be readable and of professional quality. All lettering must be permanent in nature and should be produced by a qualified professional sign painter or company, graphic artist or artist.

Letter size should be limited to three sizes on a single sign. A hierarchy of lettering sizes conveys a hierarchy of messages. Each Primary sign type should be limited to ten words. There is no restriction on the number of words used in a Secondary or Special Purpose sign, however it is often ineffective when a sign tries to say too much. Lettering styles and fonts are often an integral part of a company's logo. No more than two lettering styles or fonts should be used per sign.

6.4 SIGN MATERIALS

The materials used in Primary signs must be compatible with the façade materials. The sign material must be permanent, rigid and flush-mounted to the building. Regardless of the actual material used, it must be completely painted; no unfinished wood, plastic or metal may be visible.

6.5 SIGN ILLUMINATION

Signs should be illuminated in such a way as to enhance the overall composition of the façade. Illuminated signs should be subtle and understated. Generally they should be lit from a recessed light source with a warm hue. Maximum lighting should average approximately 15 footcandles or approximately one 150 watt bulb per sign. Avoid overly bright, revolving or flashing signs. No backlit signs are allowed within the façade district. Board approval of a sign's illumination is conditional on the size of the sign and the distance of the lighting source from the sign.

6.6 CONSTRUCTION SIGNAGE

Construction signs are usually for the purpose of recognizing the contractors, architects, and craftspeople that are rehabilitating buildings and properties within the façade district. Generally, these signs are erected for a relatively short period of time while the project is underway. This type of signage is allowed in the façade district as a variance to the temporary sign requirements found within these guidelines. The signs are to be no larger than 4'x8' in size. The signs are to be constructed of a durable material and well maintained. The signs must be removed within fifteen days of the completion of the project and the sign must not be placed on the City's right-of-way or in any other way conflict with the City's sign ordinance.

6.7 MURALS

Murals are allowed with Façade Board review/approval. Use of the business name in the mural defines the mural as a sign and will be categorized as signage.

6.8 POLE BANNERS

A pole banner is a banner attached to a utility/light pole and made of a durable fabric such as canvas, vinyl or tyveck. They are to be used as a decorative accent to enhance the Uptown area. They are to be used by non-profit organizations only. The use of banners is allowed only with the prior review/approval of the Uptown Façade Board and must meet the following stipulations:

- Pole Banners must be attached at the top and at the bottom with proper hardware firmly attached to the supporting poles.
- Pole Banners must be maintained and in good shape. Banners that are torn, worn, dirty or otherwise damaged must be removed.
- Pole Banners should add to the flavor and attractiveness of the Façade District and/or promote a non-profit/community event. The use of pole banners for/by commercial advertising/sponsorship is prohibited.

Uptown Façade Board
Amendment to the Design Guidelines
Effective October 1, 2007

The Uptown Façade Board Has amended the Design Guidelines for Signage to allow LED signs in the Uptown Façade District as follows:

LED signs are permitted and subject to review and approval by the Uptown Façade Board prior to the installation/use of the sign.

- LED Signs are allowed in the Uptown Façade District only in the following areas:
 - Veterans Parkway Corridor
 - 13th Street Corridor

- LED sign is to be no more than 30% of the overall primary sign, not to exceed 12 sq. feet.

- A limit of one (1) LED sign per structure/property.

- LED lighting color is to be white or red only.

- LED signs may not flash, strobe or otherwise be animated or move. Sign message may change at intervals of not less than one (1) minute between each message.

**Uptown Facade Board
Amendment to the Guidelines
Effective November 1, 2001**

The Facade Board is amending the Guidelines to allow neon signs, subject to the following requirements:

- Neon signs are permitted and subject to design review and approval by the Uptown Facade Board. A Certificate of Appropriateness must be obtained prior to sign installation. The approval will be based on the determination that the signage is compatible and harmonious with the primary color(s), style, period and architectural detailing of the building or development.
- Classified as Secondary signage (Sec. 6.2.2) and subject to the following:
 - Neon signs must meet all other signage criteria
 - Neon signs that are custom manufactured for the applicant is preferred
 - Neon signs may not flash, strobe, or otherwise be animated
 - The color palate for the Neon sign should be limited to one or two colors
 - Neon lighting to outline the building or building elements, i.e., doors and windows, is prohibited
 - Neon signs must be maintained in good condition

NOTE: The term “facade”, for the purpose of these Guidelines is understood to mean: “That visual portion of a property that faces the public right-of-way to include and without limitation to all architectural and construction features including structural materials, facing materials, windows, doors, trim, sills, steps, railings, cornices, moldings, fences, landscaping and other decorative materials.”

All signage in the Uptown Facade District, (C-1, CRD) must meet all the design requirements set forth by the Uptown Facade Board Design Guidelines and are subject to all other provisions of the “Sign Ordinance” (Ordinance #17E).