

SECTION 3

DOWNTOWN HISTORIC DISTRICT SIGN GUIDELINES

Chapter 5:
Introduction to Sign Basics

Chapter 6:
Downtown Commercial Sign
Guidelines

5.1. Marketing and SIGN BASICS

The quality and amount of signs on buildings has a great impact on the appearance of a downtown area, either positive or negative. Guidelines for signage that govern an entire downtown area are an effective way to achieve the best possible appearance, enhancing the potential for businesses to be successful. These sign guidelines are written to establish consistent standards for the Downtown Calhoun Historic District, as well as encourage creativity and give the individual building owner flexibility. The guidelines are not intended to limit design; rather, to help owners understand their building features and how they will define the appropriate scale and placement of a sign. By following this set of guidelines, each and every storefront can become an individual statement for its market, while also appearing in harmony with neighboring businesses.

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

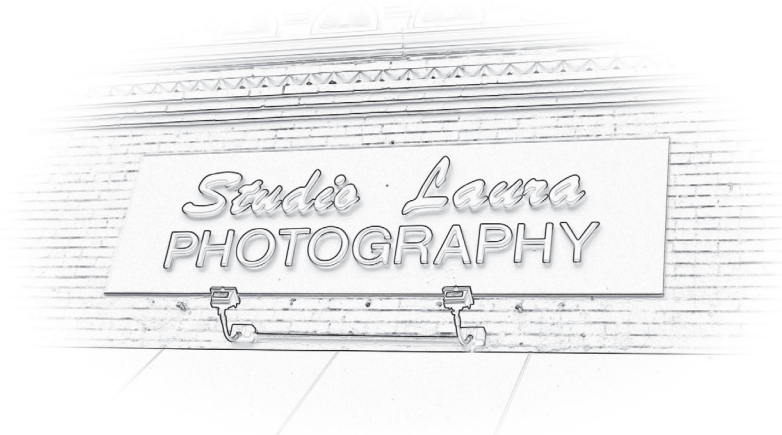
strolling the sidewalk. The building or business owner's choice of materials, size, scale and type of signage are reflective of the way that the sign is intended to be viewed. A general rule of identification is that any patron needs only to recognize where a business is once. These Downtown Historic District Sign Guidelines provide for the multiple types of commonly used signs that are required for the best business visibility.

With the City of Calhoun's rich architectural history, 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

"Keep It Simple"

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

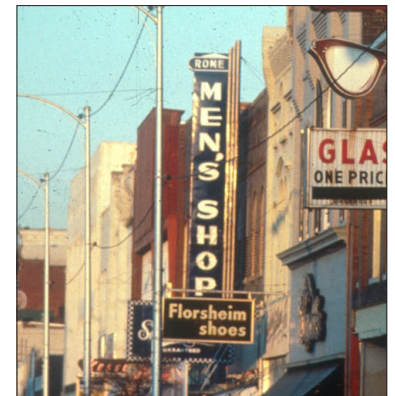


APPROPRIATE:



Keeping sign clutter down, information simple, and well placed is key in the downtown commercial district where businesses are close together.

INAPPROPRIATE:



Downtown districts that tried to emulate a highway commercial aesthetic became cluttered with information, coverings, and signs.

The Context of Signs

Identify and use sign styles appropriate to the building style. Signs should work in context with the form and materials of the individual building and should use fundamental features to find the traditional and best placement of signs (Fig. 3.2 next pg). Any new or reproduction sign should be consistent with the placement and material of the signage that would historically have been used (or intended to be used) with that building. A building should not be adorned with signs of a style pre-dating or post-dating the construction of the facade or the storefront. For example, Victorian era storefronts should not have the application of Colonial 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 also take in consideration the historic architecture.

If the storefront or business model is designed to utilize contemporary materials, then its signs must incorporate a traditional approach with respect to placement, size and scale relative to the building features.

Use Appropriate Scale

Scale can be fairly subjective. Size limits set within these guidelines should help guide scale and businesses may not wish to use the full extent of all signage. To judge "scale" each business must weigh the overall proportions of all signs, the perception the business is to create, and the context to the architecture and where it is placed in the downtown environment. The average size of other signs might determine whether sign scale in a particular part of a district is smaller or larger than allowable. A marketing rule to scale is generally the smaller the sign and less information provided, the more sophisticated the business will be perceived and opposite with businesses that cram type on out-of-scale signs.

In addition, the sign and its attachment to the building facade should be reversible to the greatest extent possible in order to maintain the integrity of the building materials.

APPROPRIATE:



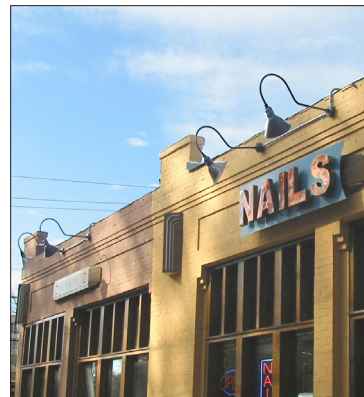
A later-period storefront with traditional construction and scale is balanced with in-context primary blade sign and secondary sign band over the door.

INAPPROPRIATE:



Flat vinyl letters and out-of-scale sign construction set across facade elements are out of context to the traditional architecture.

APPROPRIATE:



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

INAPPROPRIATE:



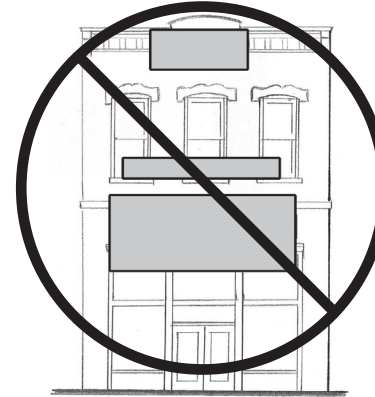
Massive signs or full metal "slip covers" which turn the entire facade visually into a sign board are highly out of scale. Retail perception is cheapened.

5.1. Sign Basics (continued)

Follow Good Sign Placement

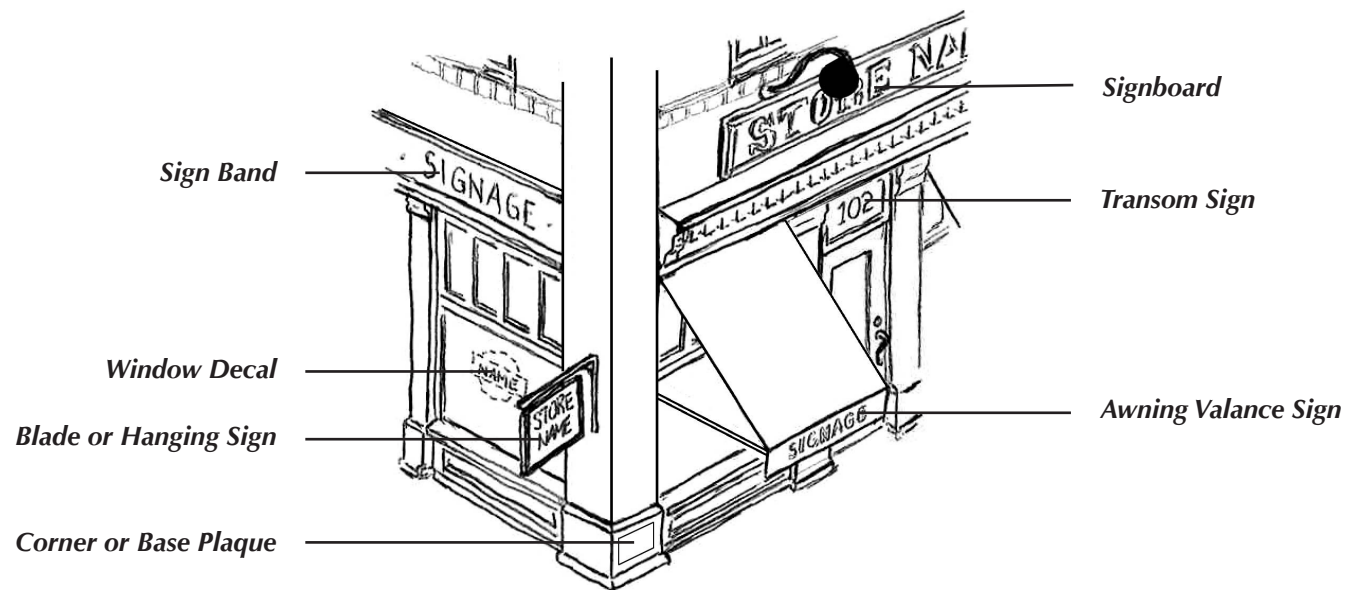
- 5.1.1 In no case shall a sign applied to a building be allowed to obscure any significant architectural details of a building face, nor shall a wall sign be designed to cover existing windows.

Fig. 3.1: INAPPROPRIATE Sign Placement



Signs placed over building elements and window openings will not be allowed.

Fig. 3.2: Contextual Types and Placement of Signs



3 DOWNTOWN HISTORIC DISTRICT SIGN GUIDELINES

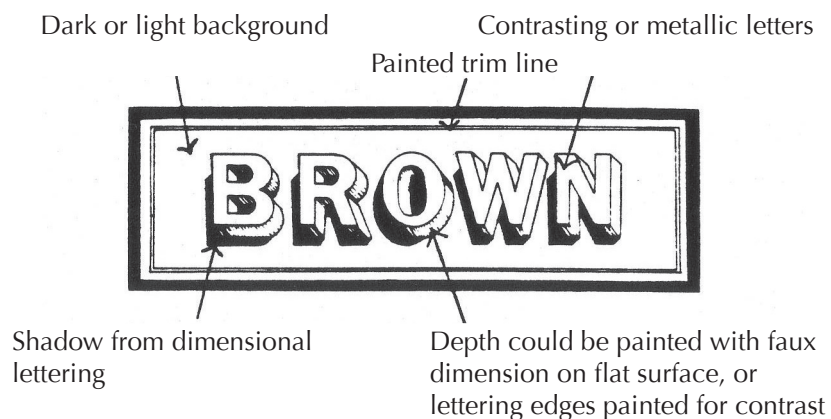
Chapter 5 INTRODUCTION TO SIGN BASICS

5.2. Sign Materials

All attached signs should be (or appear) dimensional. It is not expected that all signs be “hand hewn” or constructed as 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. 3.3).

Fig. 3.3: Typical Dimensional Lettering and Paint Example

Colors suggested for Example Only:



NEON or “NEON-APPEARING” SIGNS:

- 5.2.1 Gas-filled neon tubes may be used to illuminate the name of the business or corporate identity as illuminated characters of the Primary Sign ONLY (unless a neon sign found to be of historic significance is “grand-fathered” into this clause).
- 5.2.2 Gas filled neon may be used to “silhouette” stand-off lettering or internally-lit stenciled lettering to illuminate the name of the business or corporate identity of the Primary Sign. (See also “Sign and Architectural Lighting” later in Section 3, Chapter 5.3, item 5.3.6 for additional guidance.)
- 5.2.3 Gas-filled neon tubes may be in the form of product endorsement, however must follow the guidelines for “Product Endorsement Signs” as described in “Other Signage Allowed” (Section 3, Chapter 6).
- 5.2.4 “Channel-letter” or neon-appearing “OPEN” signs may be used as Subordinate Signs ONLY.

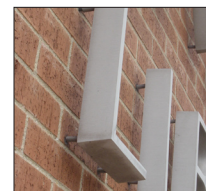
APPROPRIATE – Materials for Primary Sign in General



Applied Dimension



Stenciled Aluminum



Letters Set on Stems



Mixed Use/Synthetic

The above images are for example only, this does not represent the only arrangement of signs possible (as that is essentially limitless and up to the creativity of the owner).

- 5.2.5 Wood is appropriate in cut, stenciled, routed, or dimensional letters.
- 5.2.6 Aluminum (stencil cut or mounted on “stems” from the sign board or anchors set into mortar joints on the wall).
- 5.2.7 Synthetic modern materials such as toolable sign foam, applied pre-fab and primed-paintable dimensional lettering, “Cintra” brand board, or fiberglass reinforced plastic (FRP).
- 5.2.8 Hand-painted signs with implied dimension.
- 5.2.9 Any creative mix of sculptural layers of appropriate material.
- 5.2.10 Stencils or metallic foiled lettering should be used as material for applied window signs of any type.

INAPPROPRIATE – Materials for Primary Sign in General



Vinyl Banner or “transfer” applied letters.



Plastic Internally Lit box signs may not be used in primary or secondary signs.

- 5.2.11 “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. This may be applied as a secondary or subordinate sign on awning valances and some window applique.
- 5.2.12 Plastic light box or plastic neon-appearing signs may not be used as Primary or Secondary Signs.

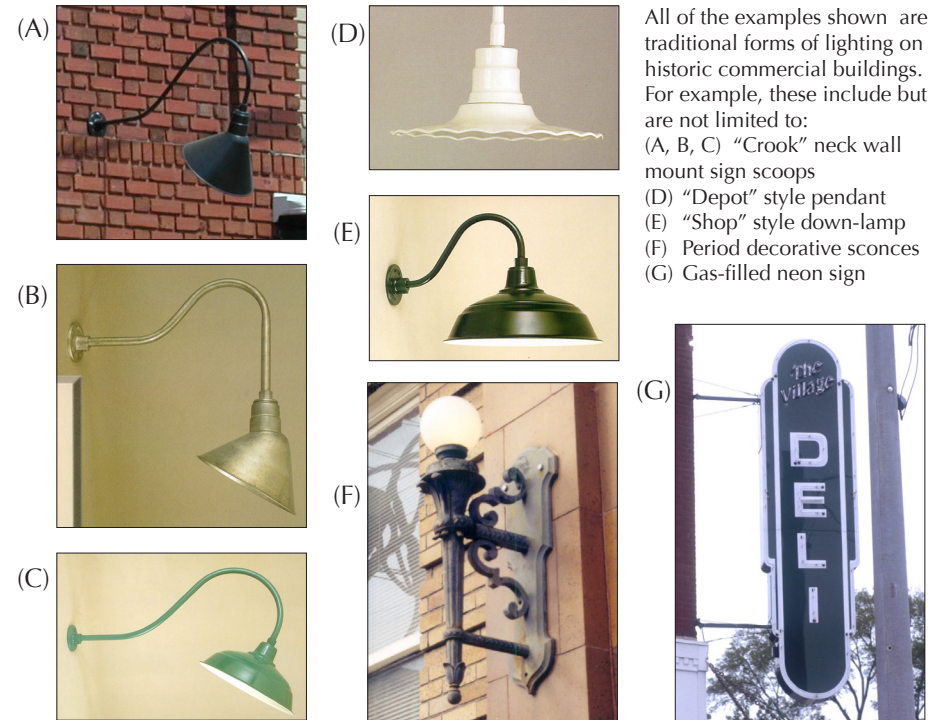
5.3. Sign and Architectural Lighting

Lighting of signs (and buildings) should be taken highly into consideration by every building or business 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, possibly reproduction fixtures, and stylistically appropriate forms of lighting (Fig. 3.4) within the Calhoun Downtown Historic District will be required.

SPECIAL NOTES:

- 5.3.1 The Historic Preservation Commission may determine in specific cases or in general that brightness or the amount of lighting is unnecessary to the environment or architecture. The Historic Preservation Commission will suggest the appropriate amount. (Fig. 3.4)
- 5.3.2 Holiday lights or interactive seasonal displays are welcome, however are only temporary. Bright flashing, strobing, outdoor flood lighting, and holiday displays encroaching on sidewalk space are not allowed.
- 5.3.3 Make careful 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. (see also, items 5.3.12 and 5.3.15 for more information on the use of channel lettering.)

Fig. 3.4: Reproduction and Contemporary Lighting Sources



APPROPRIATE SIGN LIGHTING:



Front lit contemporary arm up-light



Front-lit traditional sign scoop



Internally-lit gas filled neon tubes



Stenciled letters - silhouetted back-lit

INAPPROPRIATE SIGN LIGHTING:



Full internally-lit plastic sign or awning.



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



Internally-lit plastic-front channel letters are inappropriate to the historic district in terms of materials and scale they require. However, some internally-lit channel lettering may be appropriate if designed as a part of a creative dimensional sign package.

- 5.3.4 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 can be used.
- 5.3.5 Gas filled neon is allowed (see Sign Materials, "Neon" Chapter 3, Section 5.2).
- 5.3.6 Sculptural layers of material (creatively lit from behind or within) to create "silhouetted" lettering at night, or stand-off lettering that use shadow from the front lit sources for creative effect.
- 5.3.7 INTERNALLY-LIT signs must be done in a very minimal manner with the least amount of light "spill." Example: aluminum dimensional sign with lettering or logo stenciled out and internally lit from behind frosted Plexiglas can give a very sophisticated appearance at night.
- 5.3.8 Covered lighting sources can be LED "strings" or neon tube.
- 5.3.9 Architectural lighting accenting building details with pin spots, light columns, low-watt washes, planters, etc. must be removable. Additional approval is needed for timing slow changing fades or washes.

- 5.3.10 FULL INTERNALLY BACK-LIT plastic, vinyl or illuminated box or awning signs are not allowed.
- 5.3.11 Animated or electronic signs. Primarily programmable Light Emitting Diode (LED) read-out or digital screen video. Electronic signs may be Product Endorsement signs and should follow all placement requirements (see "Other Signage Allowed" Section 3, Chapter 6).
- 5.3.12 "Channel lettering" (individual, internally-lit dimensional lettering) cannot be used as the entire sign or logo.
- 5.3.13 Bright flashing, strobing or quickly changing colors are not allowed.
- 5.3.14 Do not use any electric signs with boxed "raceway" for electric or mounting exposed.

GENERALLY INAPPROPRIATE (BACK-LIT CHANNEL LETTERING):

- 5.3.15 Some internally-lit channel lettering may be appropriate if designed as a part of a creative dimensional sign package. In this case it cannot be the whole sign or logo and the shallowest "can" depth should be used in scale with the sign and the specific storefront.

5.4. Primary Facade and Business Division

A building's Primary Facade and Business Division, which are based on building size and use, determine sign sizes for each business. Most businesses will occupy a single storefront or primary facade facing the street; however tenants may be located in corner or multi-level spaces, located only on upper floors with no display windows, or in a building with equally divisible storefronts (i.e. single story side-by-side; upper facade and storefront; 50/25/25%; etc.). In instances where corner or stand-alone businesses have multiple facades, only one is designated as the "Primary Facade" which in turn provides the location for the one allowable Primary Sign.

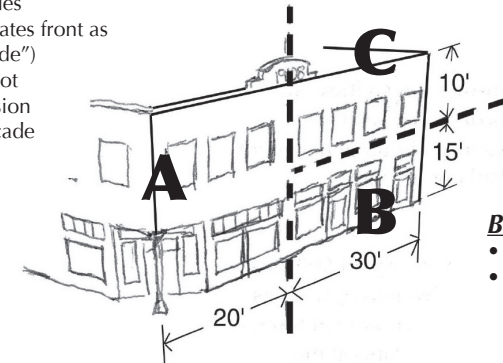
Generally, the "business division" is defined by the overall length and the height of each individual business on the primary facade. The resulting square footage is the amount of facade exposure that individual businesses have.

The "business division" in Figure 3.5 shows that 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 a 450 square feet facade (30' width x 15' height); and Business C is an upper floor space with a 300 square feet facade (30' width x 10' height) and its primary entry at a street level side door. Signs do not have to be placed only within the "business division" assigned to a specific business.

Fig. 3.5: Defining a "Business Division"

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, businesses A, B, and C could join together to place a single sign, such as "Calhoun Antiques Mart" across the sign band area, even though each business sells different goods. Or, each business could display individual signs. This would give Business C (in the upper floor) the option of affixing its Primary Sign (see 3.2.b Sign Types) in the form of a perpendicular hanging sign over its street entry door even though the door is part of the lower facade business division.

5.5. Calhoun's Sign Categories

The guidelines to using these 3 different sign "types" are found in Chapter 6:

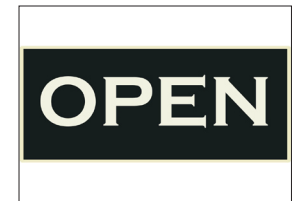
- PRIMARY SIGN
- SECONDARY SIGN(S)
- SUBORDINATE SIGNS



Primary Signs: See 6.1



Secondary Signs: See 6.2



Subordinate Signs: See 6.3

3 DOWNTOWN HISTORIC DISTRICT SIGN GUIDELINES

Chapter 6 SIGN GUIDELINES - Allowable Sign Types

6.1. The Primary Sign

Description 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, hung from the exterior facade, or brightest lit with front lighting). (Fig. 3.6.)

- 6.1.1 The Primary Sign may 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 will probably exceed the allowable 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.
- 6.1.4 Awnings are NOT permitted to 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:

(As identified by the HPC) these signs MUST be retained – they are "grand-fathered" Primary Sign 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.

Amount Allowed:

- 6.1.6 ONE Primary Sign per "business division" of the primary facade (see Section 3, Chapter 5.4 above to determine how to visually divide the facade per usage).

General Size:

- 6.1.7 Primary signs, with the exception of projecting hanging signs, shall have an aggregate area not exceeding 1.5 square feet for each linear foot of building face parallel to a street lot line, or 10% of the wall area.

Size Limitation:

- 6.1.8 The widest point of ONE dimension (vertical or horizontal) of the Primary Sign should not exceed four (4) feet, or circular diameter of six (6) feet. No Primary Sign shall exceed 180 square feet.
- 6.1.9 Window signs on or above the second floor shall cover no more than 30% of any one window.
- 6.1.10 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.

NOTE: The Historic Preservation Commission may determine in specific cases or in general that the full size allowance is too large "in-scale-to" or obstructing significant architecture. The Commission will suggest an appropriate size. Primary "blade" signs will usually be much smaller than the maximum allowed size.



6.1. Primary Signs (continued)

Fig. 3.6: Allowable Primary Sign Types



(A) Hanging "Blade" Sign

(B) Flush Mounted Sign

(C) Dimensional Sign

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.



Hanging primary sign on wrought iron bracket set just above the storefront. Information is basic, the shape catches one's eye, and the address is included.



Flush primary sign set within the sign band area that is defined by the architecture above the display and below the upper facade banded window sills.



Painted sign directly to the side of the building. NOTE: this will be elected as the only primary sign allowed and the size would require variances.



This reproduction neon and stenciled back-lit letter sign box is a type of dimensional sign mounted to the corner of this four-story, 1920s hotel building.

The above images are for example only. This does not represent the only application and design of signs possible, as every building and allowable sign area is individually unique.

3 DOWNTOWN HISTORIC DISTRICT SIGN GUIDELINES

Chapter 6 SIGN GUIDELINES - Allowable Sign Types

6.2. Secondary Signs

Description and Use:

SECONDARY SIGNS are generally second, smaller versions of the Primary Sign or supporting signage to the business (Fig. 3.7).

- 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 **MUST** be smaller than the Primary Sign as described below.
- 6.2.5 Neon, channel letter or any internally-lit signs are NOT permitted as Secondary Signs.

Amount Allowed:

- 6.2.6 Generally ONE per “business division” (see Section 3, Chapter 5.4 above to determine how to visually divide the facade per usage), of the primary facade (with the exception of matching window signs).
- 6.2.7 An identical PAIR (set) of window signs (on multiple display windows) will be allowed as one Secondary Sign. (Fig. 3.7)

General Size (each):

- 6.2.8 20% or less of the square footage of the allowed Primary Sign.

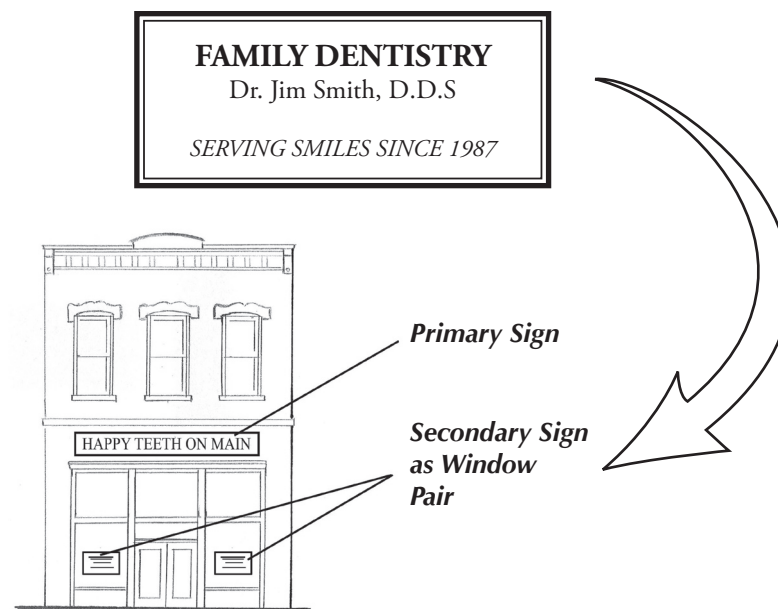
Size Limitation:

- 6.2.9 Multiple lines of type or full logos in mass, at their widest point NO dimension should exceed 3 (three) feet. Single lines of type and basic graphics or rules are exempt from this limitation.
- 6.2.10 At any time, no single window shall be covered more than 30%. Window signs on or above the second floor will be limited to identification and instructional signs and cover no more than 30% of any one window.

Additional Sign Allowance:

- 6.2.11 If the business is located on a corner, occupies multiple storefronts, or in a stand-alone structure, EACH facade (storefront) can have 1 (one) additional Secondary Sign (matching set) upon that facade. The entire business can still have only one Primary Sign, however.

Fig. 3.7: EXAMPLE of Allowable 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: Because this is a matching pair of signs this example is allowable as the one Secondary Sign – the dentist may still place “Subordinate Signs” described next.

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 intended for the pedestrian (Fig. 3.8).

- 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 and some internally-lit signs are allowed but subject to additional review of brightness, to verify no flashing or changing color, and to ensure they are not Product Endorsement signs (See Section 3, Chapter 6.4 below).

Amount Allowed:

- 6.3.4 Usually MULTIPLE (see Size Limit below) groupings make up the Subordinate Signs per "business division" of the primary facade (see Section 3, Chapter 5.4 above to determine how to visually divide the facade per usage).
- 6.3.5 A business which occupies multiple storefronts and/or has side or corner display windows is allowed additional Subordinate Sign(s).

Size Limit: (COMBINED TOTAL)

- 6.3.6 ALL Subordinate Signs square footage on the primary facade, added together, are limited to a COMBINED TOTAL of 3 (three) square feet.

Additional Sign Allowance:

- 6.3.7 ONLY if the business occupies multiple storefronts and/or has side or corner display window area then additional Subordinate Sign(s) are allowed per extra facade.
- 6.3.8 Additional Subordinate Sign(s) per additional facade are limited to 1 (one) additional square foot, per additional facade.

Placement:

- 6.3.9 ONLY place on windows or display areas (this may include main entry door window panels).
- 6.3.10 In display windows, the outside edges of Subordinate Signs must be placed within a 2 1/2 foot distance inwards from the entryway edge of the window glass and 2 1/2 feet above the bottom edge (or may be centered within adjacent display windows with top edges 2 1/2 feet above the bottom of the window glass).
- 6.3.11 In entry doors, the Subordinate Signs should be either centered or set to the bottom, opening side of the door panel glass.

Fig. 3.8: EXAMPLE of Allowable Subordinate Signs



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 hand painted "hours" plaque in the door that also reads "Sorry, No Checks" in small writing across the bottom. This leaves the owner a remaining 2 square feet of the allowed Subordinate Sign limit. The owner places a 1-1/2 square foot simulated neon LED circle reading "OPEN" within the main display window to the right of the entry. In the remaining half square foot is an assortment of credit card stickers in the door glass.

NOTE: If the business is also in a corner location or occupies multiple facades, the same one-foot diameter window sign is also allowed in the side display window per extra facade.

3 DOWNTOWN HISTORIC DISTRICT SIGN GUIDELINES

Chapter 6 SIGN GUIDELINES - Allowable Sign Types

6.4. Other Signage Allowed

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 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. Neon, LED or internally-lit product endorsement signs may ONLY be placed on the interior side walls at least 3 (three) feet from the inner surface of the display window or on a rear wall parallel to the display windows, within the establishment. Special consideration for endorsement signage, such as product wall murals, may be issued by the Design Review Committee, however it is highly 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 3, 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. These signs may only be in place for a maximum of 10 (ten) days, should include the dates of the event and a few months should pass between hanging temporary signs. On the exterior, temporary banners should be attached with ties. On the interior, these include anything hung within 3 (three) feet from the inner surface of the display glass. One side of a "SALE" sign should not exceed 2 1/2 feet across.

INAPPROPRIATE:



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.



Pedestrian Zone Advertising

Usually in the form of A-Frame or "sandwich board," sidewalk signs are permissible and can be a for pedestrian amenity in the Calhoun Downtown Historic District - get creative! However, they may only contain daily specials, menus or sale items in erasable type such as chalk or dry-boards. Placement is in the pedestrian zone directly adjacent to the business. Height should not exceed 3 (three) feet and the sign should not take up sidewalk area of more than 3 (three) square feet. There must be a 5 (five) foot distance to pass between the sign and building or any immobile street amenity such as benches, bike racks, trees, post boxes, stairs, etc., as the sign can become a hazard to the public right-of-way. These signs must be removable and taken inside by the business when closed, in case of downtown events, and for emergency purposes. Pedestrian zone advertising is highly contingent to ongoing review by the HPC on the amount of product endorsement, amount of information placed upon them, attractiveness, and content deemed appropriate to the business of the district as a whole.



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 may be mounted, in addition to all of the above sign types, in a manner that is as un-obtrusive as possible to the business or the architecture on the facade.