

# GUIDELINES FOR SIGNAGE

## **SUBJECT TO REVIEW AND APPROVAL**

Location, size, scale, shape, and lighting of:

- **Business signs that need a sign permit** as defined in the zoning ordinance.
- **Advertising signs** as defined in the zoning ordinance.
- **Signs painted on buildings.**
- **Freestanding pole and ground signs.**
- **Any sign that needs a zoning variance.**

## **NOT SUBJECT TO REVIEW AND APPROVAL**

Anything related to signage is exempt, except as noted in “Subject to Review and Approval.”

Examples of exemptions include:

- **Incidental signs** (i.e. “Open,” “Sale,” “Parking Full,” etc.)
- **Changes to existing signs** that do not need sign permits.
- **Home occupation signs** that meet the zoning ordinance.
- **Wording, color, and graphics on signs.**
- **Real Estate, construction, special event, and other temporary signs.**

## **GUIDELINES**

The following guidelines relate to the above actions. They are enforceable by the IHPC for the above actions that are “Subject to Review and Approval.” These guidelines may be less comprehensive and less restrictive than for historic districts.

### **RECOMMENDED**

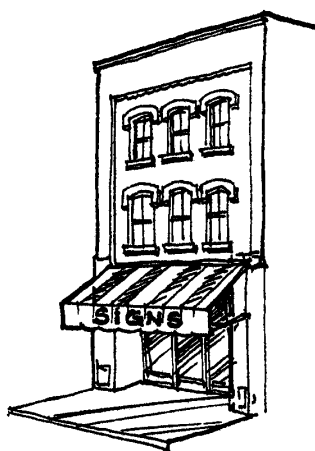
1. The location, size, scale, and shape of the sign should be compatible with the building and the surrounding area.
2. Fabrication should be done with quality materials and craftsmanship. Lettering styles should be legible and the message should be simple.
3. Lighting should be subtle and be compatible with the historic character of the district. It should not unduly detract from nor disturb the historic character of the neighborhood.
4. Awning and canopy signs should be affixed flat or flush to the surface and scaled so as to not dominate the awning or canopy. Generally, the lettering should be restricted to the face of the projection.
5. Signs should comply with all applicable ordinances and regulations.

### **NOT RECOMMENDED**

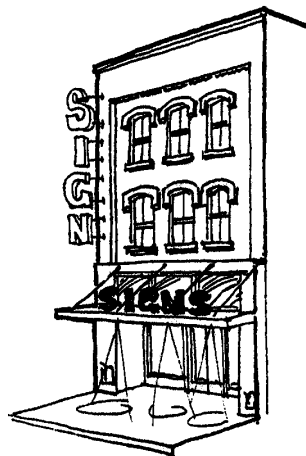
1. Freestanding ground-mounted or pole signs, especially in residential areas. **EXCEPTION:** A freestanding ground-mounted or pole sign may be considered appropriate when used to

identify an historic resource that is open to the public. Such signs should be pedestrian-oriented and simple in design.

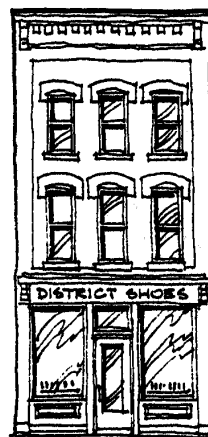
2. Internally-lighted signs and awnings.
3. Billboards or other off-premises advertising signs are strongly discouraged. Billboards create a visual conflict with the environment due to their size, location, and general design. The removal of existing billboards is encouraged.
4. Signs that conceal architectural details or otherwise have a negative impact on buildings.
5. Box signs that are constructed as independent box-like structures should not dominate the character and architecture of a building.
6. Projecting signs, unless they are pedestrian oriented and the location, size, style, method of attachment, and material of each is compatible with the building to which it is attached as well as its surrounding context.
7. Roof signs.



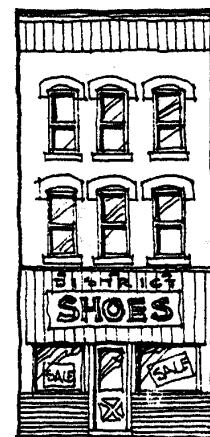
Appropriate



Not Appropriate



Appropriate Placement and Size



Inappropriate Placement and Size

Roof Sign



Not Appropriate

Wall Sign



Appropriate