



SIGN TYPES AND POSITIONS

- A. Cornice Sign
- B. Upper-Floor Window Sign
- C. Transom Sign
- D. Hanging Sign
- E. Awning Sign
- F. Lower Display Window Sign
- G. Central Display Window Sign
- H. Glazed Door Sign
- I. Wall Sign for Upper-Floor Tenants

SIGN

DESIGN GUIDELINES

SG1 Design signs to complement their surroundings. Signs should be integrated into the architectural design of the building and should not dominate the facade or interfere with adjacent buildings. Installation must comply with all other applicable city sign regulations.

SG2 Keep sign designs simple and easy to read. Use a limited number of lettering styles and colors, which reflect the character or the business and/or the building.

SG3 Design storefront-level signs that are primarily oriented to pedestrians and scaled appropriately.

SG4 Consider the following issues when installing a sign: its size, shape, and materials; where it will be positioned on the building; if and how it will be illuminated; and what typeface will be used.

SG5 Place attached wall signs over the unadorned frieze of a cornice or along the top of the storefront below the sill of



ELEMENTS OF A GOOD SIGN

- Pedestrian-Oriented
- Does Not Obscure Architectural Detail
- Historically-Compatible Material
- Limited Number of Lettering Styles
- Basic, Geometric Shape
- Simple Attachment

the second-story windows. For residences, attach signs near doorways or on porches, where such features exist.

SG6 Keep flush-mounted signs under 2.5 feet in height. They should be installed above the display windows and below the second-story window sills. Lettering should be between 8 and 18 inches high and occupy around 65 percent of the sign board.

PEDESTRIAN-ORIENTED



Sign design greatly impacts the character of a streetscape. Positioning signs along cornice lines and on storefronts results in an uncluttered appearance. Historically, signs were geared to pedestrian foot traffic, so they could be small and effective.



Rather than covering it, careful installation of this awning highlights the storefront's cast-iron ornament.

OVER-SCALED SIGNS



As automobile traffic increased, signs became larger to attract the attention of passing motorists. Today, these large signs often obscure and overwhelm architectural details in historic commercial districts.

- SG7** Install window signs in such a way that lettering does not obscure the display area. The color of the letters should contrast with the interior space.
- SG8** Generally, signs should project no more than 5 feet or half the width of the sidewalk, whichever is less. Consult the Department of Public Works for any licensing requirements for projecting signs.
- SG9** Generally, do not install more than two signs on any storefront.
- SG10** Do not install roof-top signs.
- SG11** Use appropriate materials for signage, including painted or carved wood signs, painted wall signs, signs applied to canvas awnings, smooth-surface sheet metal signs, and lettering applied to glass using gold leaf, paint, or etching.
- SG12** Do not install plastic, over-scaled, or back-lit or internally-lit fluorescent signs or awnings. Individual lettering and small logos may be illuminated within an opaque background. Signs that flash, move, or have inappropriately-scaled graphics should not be used. Reader boards are generally not appropriate.
- SG13** When using neon, use it sparingly and judiciously.
- SG14** Do not install a free-standing sign where an attached sign will accomplish the same end. They should be low to the ground and appropriately landscaped.
- SG15** Do not install billboards within a historic district.
- SG16** Use of portable signs may be approved with certain restrictions; however, such a sign is subject to a licensing agreement from the Department of Public Works.
- SG17** Do not install marquees on any building other than an operating theater or hotel.
- SG18** Do not light signs in a harsh manner. Lighting should enable the sign to be easily read, but should not be overdone. Concealed incandescent lighting is recommended. Internally-lit, plastic box signs, bare spot lights, or high-wattage metal halide lights are inappropriate and should not be used.
- SG19** Place signage in a location that benefits from existing interior lighting and street lighting.