

## **(F) Signs in the H-O District and on Heritage Preservation Sites**

- (1) This subsection applies to the H-O district and other sites that have been designated as heritage preservation sites.
- (2) Sign computations shall follow the guidelines for the base zoning district.
- (3) Signage shall be designed to enhance and complement the historic character of buildings in the downtown district.
- (4) Prior to the issuance of a zoning certificate, the applicant shall ~~be required to~~ apply for, and receive, a Certificate of Appropriateness for the sign.
- (5) Heritage Preservation Commission shall review the sign permit application in accordance with the following guidelines:
  - (a) All sign permits for property within the H-O shall comply with both the **c1** and **HD-O requirements of this section.** ~~requirements of this section.~~
  - (b) ~~Wherever possible, sign review shall be guided by the use of historic photographs or visual records of the building or site.~~
  - (c) ~~The Heritage Preservation Commission shall consider the historic character of the building determining the appropriateness of proposed signage.~~
  - (d) Temporary signs meeting the requirements of this section do not require review by the Heritage Preservation Commission and can be approved by the City Planner.
  - (e) Pylon signs are prohibited.

## **(6) Placement**

Signs shall be positioned so that they are an integral design feature of the building, i.e., signs shall ~~help~~ complement and enhance the architectural features of the building. They shall be placed so that they do not destroy architectural details such as stone arches, glass transom panels, or decorative brickwork. Unless other placement is specifically approved by the Heritage Preservation Commission for reasons stated in the Certificate of Appropriateness issued by the Heritage Preservation Commission, signs may be placed only as follows:

- (a) At or above the horizontal lintel, cornice, or beltcourse, or above the storefront windows. ~~Signs may also be placed above storefront windows, or;~~
- (b) Projecting from the building;
- (c) Applied to or painted on canvas/~~fabric-~~ awnings; or
- (d) In areas where signs were historically attached (see Figure 6-3).

## **(7) Sign Shape**

Signs shall be designed to match the historic time period elements, and regional locations of the city which primarily. This excludes such features as cut corners and nonrectangular shapes. The edges of signs shall include a raised borders that sets the sign apart from the building surface or hanging space. Signs shall make use of individual raised letters.

## **(8) Colors**

Sign colors shall coordinate with the building façade to which the sign is attached and shall be compatible with the property's use. A combination of soft/neutral shades and dark/rich shades are encouraged in order to will best reflect the historical time period. No more than two colors shall be used for the sign letters.

## **(9) Material**

Signs and sign letters should be made of wood, metal or weatherproof material that is in keeping with the corresponding historic period of the building. Signs that appear to be made of plastic are prohibited. Brackets for projecting signs shall be made of iron or other painted metal, and shall be secured at the top of the sign, and anchored into the mortar, not the masonry.

## **(10) Message**

The sign message shall be legible and shall relate to the nature of the business. These requirements may be accomplished through the use of words, pictures, names, symbols and logos. Logos, if used, shall be incorporated into signage designs compatible with the Historic District.

## **(11) Lettering**

Lettering styles shall be legible and shall relate to the character of the property's use and the era of the building. Lettering shall include serif rather than strictly block-type styles. Each sign shall contain no more than two lettering styles, and the lettering shall occupy no more than 60 percent of the total sign area. The use of the Comic Sans typeface in the Northfield Downtown Historic Commercial District is expressly forbidden.

Alternative version of (11)

Lettering styles shall be legible and shall relate to the character of the property's use and the era of the building. Lettering shall include serif rather than strictly block-type styles. Each sign shall contain no more than two lettering styles. Telephone numbers and websites may be included, provided they are clearly secondary to the primary message of the sign and occupy no more than 20 percent of the total sign area allotted to lettering. All lettering shall occupy no more than 60 percent of the total sign area.

## **(12) Illumination**

External illumination is permitted by incandescent, LED, or fluorescent light, but shall emit a continuous white light that prevents direct shining onto the ground or adjacent buildings. Exposed neon signs shall be permitted when installed inside windows or the interior of the building. **Flashing, intermittent, rotating or signs that create the illusion of movement on the interior of the building are prohibited.** The use of internally lit signs, such as but not limited to backlit plastic, is not permitted. Exceptions to this guideline shall be allowed for public service, time/temperature and theater signs.

## **(13) Historic Building Names**

Permanent historic names on buildings shall be reviewed by the heritage preservation commission when changed or painted. These signs are not subject to the standard sign area requirement.