

(B) General Requirements for Signs in the C1, C2, I1, NC-F, and ED-F Districts

- (1) No pylon sign shall exceed 20 feet in height above the average grade at the centerline of the street in front of the property. All ground-mounted flag poles, banners and pennants are also restricted by this height limitation. Non-commercial flags are exempt from this height limit.
- (2) Illumination of signs is permitted, but in accordance with the restrictions stated under Section 6.9 (E), Illumination.
- (3) Sidewalk Signs
 - (a) Sidewalk signs are permitted in the C1 and C2 districts only.
 - (b) All sidewalk signs shall be limited to two feet in width and three and one-half feet in height, including the support members.
 - (c) No sign shall have more than two faces.
 - (d) The sign shall be placed only in front of the business within three feet of the curb to prevent significantly limiting the normal pedestrian use of the sidewalk.
 - (e) One sign is permitted for each business, and it shall be removed from the sidewalk at the end of each business day.
 - (f) No sidewalk sign shall be illuminated.
 - (g) No zoning certificate shall be required.

(C) Standards for the C1, C2, and NC-F Districts

- (1) Size
 - (a) A total of one and one-half square feet of signage for each lineal foot of building frontage shall be permitted. One additional square foot of signage shall be permitted for each lineal foot of land frontage.
 - (b) If a building has multiple frontages, one additional square foot of signage (for the total allotted sign area) shall be permitted for each lineal foot of building frontage, not to exceed 100 square feet except as limited by paragraphs (c) and (d) below.
 - (c) Not more than ten percent of each façade in the C1-B, C2-B, or NC-F districts may be used for wall signage. The facade area shall be determined by multiplying the total building width by the height of the wall or surface area (See Figure 6-2).

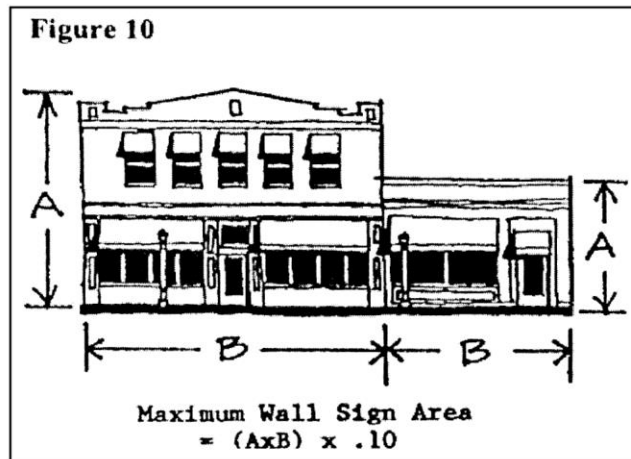


Figure 6-1: Calculation of maximum wall sign area.

- (d) Either one pylon or one ground sign may be permitted for each building frontage and shall not exceed 100 square feet per face and shall not have more than two faces.
- (e) The total area of all signs shall not exceed allotted sign area.
- (f) Freestanding signs in the NC-F district shall be limited to one ground sign with a maximum height of three feet and a maximum square footage of 12 square feet.

(2) Location

- (a) Signs may be wall signs and located anywhere on the wall surface of the building. Signs may be projecting signs and may project not more than 36 inches beyond the face of the building and must have a minimum clearance of eight feet above a sidewalk and 15 feet above driveways or alleys.
- (b) A pylon or ground sign may be located anywhere back of the street right-of-way lines, subject to other restrictions in this section.
- (c) Signs may be on the vertical faces of awnings and may project below the lower edge of the awning not more than 12 inches. The bottom of awning signs shall be no less than eight feet above the sidewalk or grade at any point. No point of the sign shall project above the vertical awning face.

(3) Pylon and Ground Mounted Signs Adjacent to Residential Uses

- (a) Internally lit pylon and ground mounted signs shall be permitted provided that the background of the sign display area shall be of a dark color that prohibits light from being emitted to adjacent property. Only the letters and business image may be of a lighter color.
- (b) Externally lit pylon or ground mounted signs shall be of a lighting design where external lighting is downcast and does not extend to adjacent property.

(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) Prior to the issuance of a zoning certificate, the applicant shall apply for, and receive, a Certificate of Appropriateness for the sign.
- (3) The Historic Preservation Commission reserves the right to address businesses that are not in compliance with the guidelines of the district or for failure to apply for a permit.
- (4) Existing non-complying signage will be brought into compliance upon receipt of any application to the Historic Preservation Commission.
- (5) Sign computations shall follow the standards for the base zoning district.
- (6) Signage shall be designed to enhance and complement the historic character of buildings in the downtown district. Wherever possible, sign review shall be informed by the use of historic photographs or visual records of the building or site.
- (7) 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.
 - (b) 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.
 - (c) Pylon signs are prohibited.
- (8) Sign Types
 - (a) Wall signs. These are signs mounted flush against the building or painted directly on the building.
 - (b) Projecting Signs. These are signs that protrude from the building's surface. They include perpendicular signs that hang out over the sidewalk, marquee signs, and other variations.
 - (c) Ground signs. These are signs that are not attached to the building.
 - (d) Window Signs. These are signs either painted or hung on the windows visible to the public from the exterior.
 - (e) Upper Story Window Signs. These are signs either painted or hung on windows visible to the public from the exterior.
 - (f) Awning Sign: A sign printed on an awning along the valance or skirt. The HDC recommends that awnings 1) retract rather than be fixed on a rigid frame, 2) are open on the sides rather than closed, 3) are fabricated of material that has a cloth-like appearance rather than a glossy or reflective material, 4) are free of signs or graphics, and if signs or graphics are included, they are located only on the valance

(9) Placement

Signs shall be positioned so that they are an integral design feature of the building, i.e., signs shall 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, storefront cornice, or beltcourse, or above the storefront windows.
- (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).
- (e) Signs for first floor businesses shall be beneath the second floor windows.

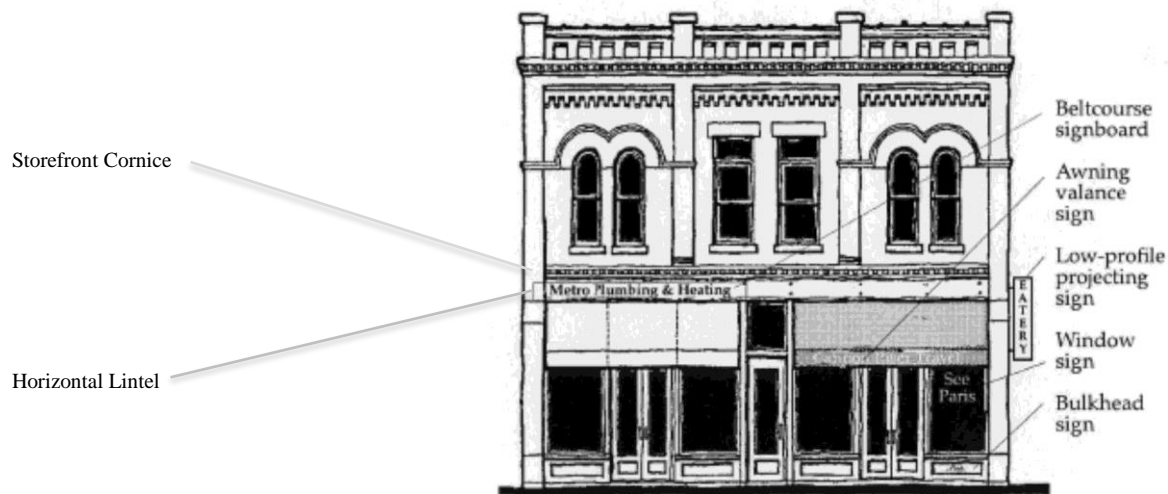


Figure 6-3: Illustration of where signs are historically attached to buildings in the downtown historic district.

(10) Sign Shape

Signs shall be designed to match the historic time period elements. Wall signs should avoid such features as cut corners and nonrectangular shapes. The edges of signs shall include a raised border that sets the sign apart from the building surface or hanging space. Signs shall make use of individual raised letters. Projecting signs may be fabricated in a variety of shapes appropriate to the building or business.

(11) Colors

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

(12) 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.

(13) 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. Logos and lettering shall occupy no more than 60% of the total sign area, and shall not extend outside the sign borders.

(14) 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. Projecting signs may utilize a font other than serif. Each sign shall contain no more than two lettering styles, and the lettering and logo shall occupy no more than 60 percent of the total sign area. 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.

(15) 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. With the exception of lighted "open" signs, internally illuminated signs are not permitted. Flashing, intermittent, rotating signs or signs that create the illusion of movement are prohibited. Exceptions to this guideline shall be allowed for public service, time/temperature and theater signs.

(16) Historic Building Names

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