

DRAFT Check List for Wall Signs (flush against building) in H-O and Historic Preservation Sites DRAFT

(See LDC 6.10 (F) for complete regulation language and for other sign types (ground, projecting, window, awning); list based on Ordinance 1006 LDC amendments effective August, 30, 2019)

Note: This check list is not a part of the official application process, but is intended to be used as an aid to applicants in their planning wall signs only, but not historical name signs painted on buildings.

Does the sign plan include the following?		Yes	Unsure ¹	No	App.
1. Placement:					
a.	Does not obscure any architectural details	1	2	3	
b.	Is consistent with historical placement (see Figure 6-3 on reverse side)	1	2	3	
2. Material:					
a.	Made of wood, metal or weather proof material (no appearance of plastic)	1	2	3	
3. Shape:					
a.	Is rectangular	1	2	3	
b.	Has a raised rectangular border	1	2	3	
c.	Lettering and any logo/images, etc. do not extend outside the border	1	2	3	
4. Colors:					
a.	Color coordinates with the building façade.	1	2	3	
b.	Uses soft/neutral shades and dark/rich shades ²	1	2	3	
5. Lettering					
a.	Uses individual raised lettering	1	2	3	
b.	Uses no more than two colors of sign lettering	1	2	3	
c.	Uses serif font	1	2	3	
d.	Uses no more than two fonts	1	2	3	
e.	Made of wood, metal or weather proof material	1	2	3	
6. Message					
a.	Legible and relates to nature of business ³	1	2	3	
b.	Lettering and any logo/images, etc. do not occupy more than 60% of sign area	1	2	3	
c.	Lettering and any logos/images, etc. do not extend outside the borders	1	2	3	
d.	Telephone numbers and websites (if included)				
i.	Are secondary to primary message	1	2	3	4
ii.	Occupy no more than 20% of the total sign area allotted to lettering	1	2	3	4
7. Illumination					
a.	External illumination of signs (if included)				
i.	Uses incandescent, LED or fluorescent shining onto sign	1	2	3	4
ii.	Does not shine onto ground or adjacent buildings	1	2	3	4
iii.	Is continuous white light (not rotating/flashing/intermittent unless for public service, time/temperature and theater signs)	1	2	3	4
b.	Internal illuminated signs (if included)				
i.	Is an "open" sign (only "open" internally illuminated signs are allowed)	1	2	3	4
ii.	If exposed neon sign, is installed inside window or interior of building.	1	2	3	4

¹ If unsure or unclear how the regulation applies in your case, please consult with the City Planner.

² Language reads: "A combination of soft/neutral shades and dark/rich shades will best reflect the historical time period"

³ Language reads: "These requirements may be accomplished through the use of words, pictures, names, symbols and logos."

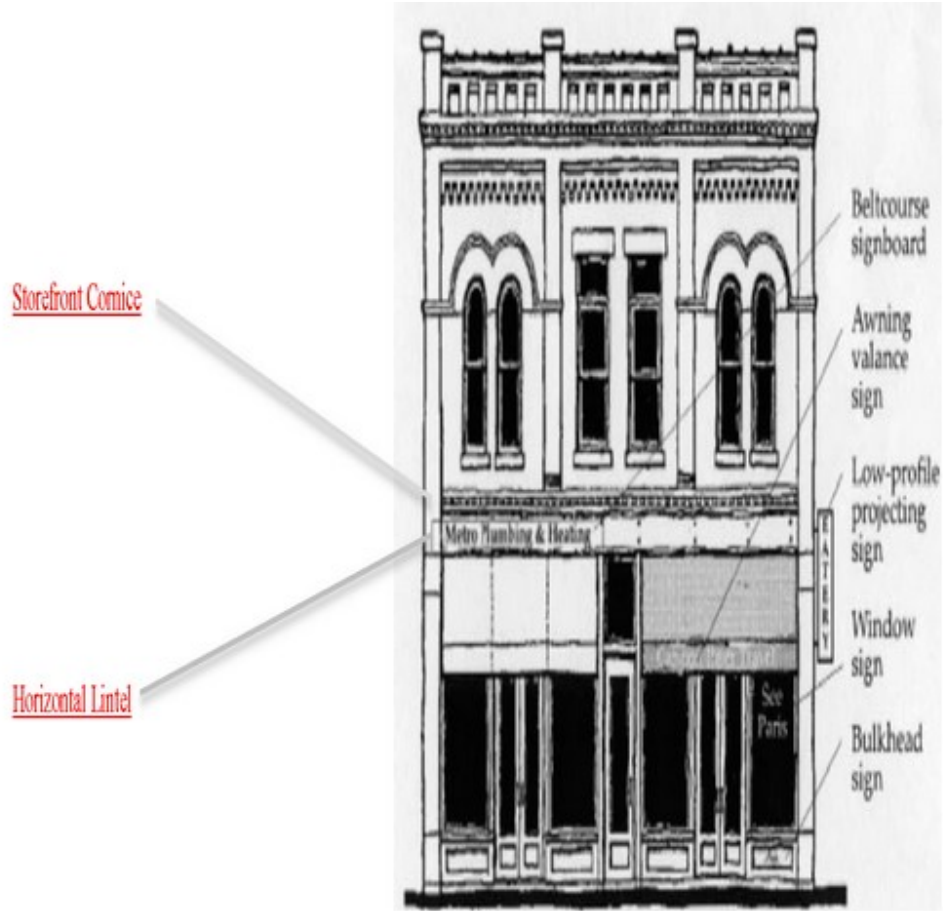


Figure 6-3: Illustration of where signs are historically attached to buildings in the downtown historic district.