



Legislation Details (With Text)

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Title: Sign Permit - 17 Bridge Square - By All Means
Sponsors:
Indexes:
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Attachments: 1. 1 - By All Means Graphics Sign REVISED

Date	Ver.	Action By	Action	Result
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DATE: August 1, 2019

TO: Members of the Northfield Heritage Preservation Commission

FROM: Scott Tempel, City Planner

Sign Permit - 17 Bridge Square - By All Means

SUMMARY AND ACTION REQUESTED:

The HPC is requested to approve a sign permit for By All Means Graphics and Printing at 17 Bridge Square. The company is moving to this new location and desires to add three new signs to the property.

The Commission tabled this item at the July meeting and asked for revisions and clarification. The designer has provided a new sketch and will attend the meeting to discuss.

ANALYSIS:

The applicable sections of the Downtown Historic District regulations in the sign ordinance include the following (Staff response is shown in **bold**):

1. Placement: Signs shall be positioned so they are an integral design feature of the building; 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 by the Commission, signs may be placed only as follows:

- a. At or above the horizontal lintel, cornice, or beltcourse, or above the storefront windows;
- b. Projecting from the building;
- c. Applied to or painted on canvas awnings;

- d. In areas where signs were historically attached.

Staff response: The signs meet placement requirements. The signs will be located projecting from the building.

3. Sign Shape: Signs shall be designed to match the historical time period elements and regional location of the City, which primarily exclude such features as cut corners and non-rectangular shapes. In most cases, the edges of signs shall include a raised border that sets the sign apart from the building surface or hanging space. Individual raised letters set onto the sign area surface are also preferred.

Staff response: The signs meet shape requirements. The signs are rectangular in shape. The center sign has rounded corners. Lettering and/or the borders are raised.

4. 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 reflect the historical time period. No more than two colors shall be used for the sign letters.

Staff response: The signs meet color requirements. The signs utilize a rich blue and soft grey color that coordinate with the building facade. One projecting sign is the Entertainment Guide logo.

5. Material: Signs and sign letters should be made of wood or metal that is in keeping with the corresponding historical time period of the building. 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.

Staff response: The signs meet the material requirements. The signs are made of MDO board.

6. 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.

Staff response: The signs meet message requirements. The signs are legible and relate well to the business. One projecting sign is the Entertainment Guide logo.

7. 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 preferably 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 approximately 60% of the total sign area.

Staff response: The signs meet lettering requirements. The lettering utilizes serif font. One projecting sign is the Entertainment Guide logo.

8. Illumination: External illumination of signs is permitted by incandescent 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 of the interior of the building. 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.

Staff response: The signs meet illumination requirements. The signs will not be illuminated.

RECOMMENDATION: Staff recommends approval of the sign permit.