

# SIGNS

# SMART CODE MODULE

PREPARED BY: MARK KEENER & MATT WANAMAKER, BROWN & KEENER URBAN DESIGN

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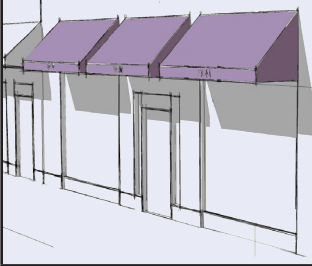



*"Sign, sign, everywhere a sign"*

Five Man Electrical Band

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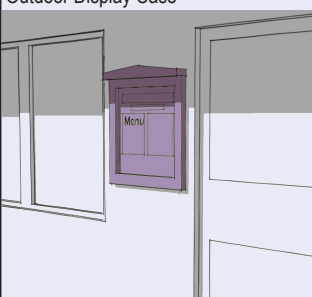

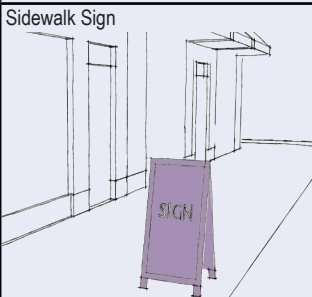

## Municipality

Note: All requirements in this Module are subject to calibration for local context.

	T1	T2	T3	T4	T5	T6	SD	SPECIFICATIONS																											
Address Sign		n/a	n/a	■	■	■	■	□	<table><tr><td>a. Quantity (max)</td><td>1 per address</td></tr><tr><td>b. Area</td><td>max 2 sf</td></tr><tr><td>c. Width</td><td>max 24 in</td></tr><tr><td>d. Height</td><td>max 12 in</td></tr><tr><td>e. Depth / Projection</td><td>max 3 in</td></tr><tr><td>f. Clearance</td><td>min 4.5 ft</td></tr><tr><td>g. Apex</td><td>n/a</td></tr><tr><td>h. Letter Height</td><td>max 6"</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	a. Quantity (max)	1 per address	b. Area	max 2 sf	c. Width	max 24 in	d. Height	max 12 in	e. Depth / Projection	max 3 in	f. Clearance	min 4.5 ft	g. Apex	n/a	h. Letter Height	max 6"										
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■ By Right  
□ By Warrant

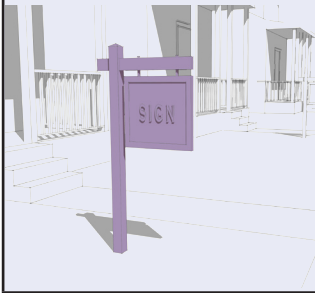
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	T1	T2	T3	T4	T5	T6	SD	Specifications
<b>Nameplate Sign</b> 		n/a	■	■	■	■	■	a. Quantity (max) 1 b. Area max 3 sf c. Width max 18 in d. Height max 2 ft e. Depth / Projection max 3 in f. Clearance min 4 ft g. Apex max 7 ft h. Letter Height n/a     
<b>Outdoor Display Case</b> 	n/a	n/a	□	■	■	■	□	a. Quantity 1 b. Area max 6 sf c. Width max 3.5 ft d. Height max 3.5 ft f. Depth / Projection max 5 in g. Clearance min 4 ft h. Apex n/a i. Letter Height n/a     
<b>Shingle Sign</b> 		■	■	■	■	■	■	a. Quantity 1 per facade, 2 max b. Area 4 sf c. Width max 2 ft d. Height max 3 ft f. Depth / Projection max 2 ft g. Clearance min 7 ft h. Apex n/a i. Letter Height max 8 in     
<b>Sidewalk Sign</b> 				■	■	■	■	a. Quantity 1 per business b. Area max 8 sf c. Width max 26 in d. Height max 42 in f. Depth / Projection n/a g. Clearance n/a h. Apex max 42 in i. Letter Height n/a     
<b>Window Sign</b> 				■	■	■	■	a. Quantity 1 per window b. Area max 25% of glass c. Width varies d. Height varies f. Depth / Projection n/a g. Clearance 4 ft h. Apex n/a i. Letter Height max 8 in     

■ By Right  
□ By Warrant

Municipality

Additional permitted sign types may be added to this page, according to local context.

	T1	T2	T3	T4	T5	T6	SD	Specifications	
Yard Sign			□	■				a. Quantity	1 max per Lot
								b. Area	max 6 sf
								c. Width	max 3 ft (not counting post)
								d. Height	max 2 ft (not counting post)
								e. Depth / Projection	n/a
								f. Clearance	min 3 ft to sign edge
								g. Apex	max 6 ft to top of post
								h. Letter Height	max 8 in

- By Right
- By Warrant

**5.12 SIGN STANDARDS****GENERAL INTENT**

The intent of regulating signs that are visible from the Public Frontage is to ensure proper dimensioning and placement with respect to existing or planned architectural features, to maintain or improve public safety, to maintain or improve the aesthetic character of the context in which they are located, and to provide legible information for pedestrians, not just drivers.

**5.12.6 SPECIFIC TO ADDRESS SIGNS**

- a. Address Sign numerals applied to Retail, Office, Residential, institutional, or industrial buildings shall be between four (4) and six (6) inches tall. Address Sign numerals applied to individual dwelling units in Apartment buildings shall be at least two (2) inches tall.
- b. Address signs shall be easily visible by using colors or materials that contrast with their background.
- c. Address signs shall be constructed of durable materials.
- d. The address sign shall be attached to the front of the building in proximity to the Principal Entrance or at a mailbox.

**5.12.7 SPECIFIC TO AWNING SIGNS**

- a. The following variations of awnings, with or without Signbands, are permitted:
  - i. Fixed or retractable awnings
  - ii. Shed Awnings
  - iii. dome awnings
- b. Other awning types may be permitted by Warrant.
- c. Signage shall be limited to the Valance of the awning or the vertical portion of a dome awning.
- d. No portion of an awning shall be lower than eight (8) feet Clearance, or seven (7) feet by Warrant.
- e. Awnings shall be a minimum of 4 feet in depth. Awnings approved by Warrant for seven (7) feet Clearance may be a minimum of 3 feet in depth.
- f. Awnings shall not extend beyond the width of the building or tenant space, nor encroach above the roof line or the Story above.
- g. The height of the Valance shall not exceed twelve (12) inches.
- h. Awning Signs shall contain only the business name, logo, and/or street address.
- i. Letters, numbers, and graphics shall cover no more than seventy percent (70%) of the Valance area.
- j. Awning Signs shall not be internally illuminated or backlit.

**5.12.8 SPECIFIC TO BAND SIGNS**

- a. All businesses are permitted one (1) Band Sign on each first Story Facade.
- b. Band Signs shall include only letters, background, lighting, and an optional logo. Information shall consist only of the name and/or logo of the business. Band Signs shall not list products, sales, or other promotional messages, or contact information.
- c. The following Band Sign construction types are permitted:
  - i. Cut-out Letters. Letters shall be individually attached to the wall or on a separate background panel, and shall be externally illuminated.

- ii. Flat Panel. Letters shall be printed or etched on same surface as the background, which is then affixed to the wall and externally illuminated.
- iii. Channel Letters by Warrant. Each letter shall have its own internal lighting element, individually attached to the wall or onto a separate background panel. The letter shall be translucent, or solid to create a backlit halo effect.
- d. Height and width shall be measured using smallest rectangle that fully encompasses the entire extent of letters, logo and background.
- e. Band Signs shall not be wider than 90% of the width of the building Facade or tenant space.
- f. Band Signs shall not project vertically above the roof line.
- g. Band Signs may be illuminated from dusk to dawn or during hours permitted by the lighting ordinance. External lights shall be shielded from direct view to reduce glare.
- h. Neon may be permitted on Band Signs by Warrant. No other internal lighting shall be permitted.
- i. Electrical raceways, conduits and wiring shall not be exposed. Internal lighting elements shall be contained completely within the sign assembly or inside the wall.
- j. Band Signs should be placed where the architectural features suggest the best placement for signage. They should be vertically aligned with the center of an architectural feature such as a storefront window, entry portal, or width of a bay or overall retail space. They shall not interrupt or obscure these features or cause visual disharmony.
- k. Where multiple Band Signs are present on a single building (i.e. for retail tenants in a shopping center), signage shall be coordinated in terms of scale, placement, colors and materials.

#### 5.12.9 SPECIFIC TO BLADE SIGNS

- a. Blade Signs may be double-sided.
- b. Blade Signs shall be permitted only for businesses that have a Principal Entrance on the first Story.
- c. Businesses shall be permitted one (1) Blade Sign where its Principal Frontage Line is no more than five (5) feet from the Facade. Businesses that have a Secondary Frontage Line that is no more than two (2) feet from the Facade shall be permitted one (1) additional Blade Sign on that Facade.
- d. Blade Signs may encroach into the Public Frontage up to four (4) feet and shall clear the Sidewalk by at least eight (8) feet.
- e. Blade Signs shall not encroach above the roof line nor above the bottom of the second Story window.
- f. Text and graphics on the Blade Sign shall be limited to the name and/or logo of the business. Slogans, address labels, operating hours and contact information shall not be permitted.
- g. Mounting hardware, such as supports and brackets, may be simple and unobtrusive or highly decorative, but shall complement the design of the sign, the building, or both.
- h. For buildings with multiple signs, mounting hardware or sign shapes, sizes and colors shall be coordinated.

**5.12.10 SPECIFIC TO MARQUEES**

- a. Marquees shall be located only above the Principal Entrance of a building.
- b. No Marquee shall be wider than the entrance it serves, plus two (2) feet on each side thereof.
- c. No portion of a Marquee shall be lower than ten (10) feet Clearance.
- d. No Marquee shall extend closer to the Curb than three (3) feet.
- e. Columns or posts may be used as supports for Marquees eight (8) feet deep or deeper by Warrant.
- f. All Marquees, including anchors, bolts, supporting rods and braces, shall be constructed of non-combustible materials and shall be designed by a structural engineer and approved by the Building Inspector.
- g. Marquee components and materials may vary. Anchors, bolts, and supporting rods **should** be limited to the interior of the Marquee.
- h. Message Boards shall be permitted as part of Marquees.
- i. A Band Sign shall be permitted above a Marquee.

**5.12.11 SPECIFIC TO NAMEPLATES**

- a. Nameplates shall consist of either a panel or individual letters applied to a building wall within ten (10) feet of an entrance to the building.
- b. One Nameplate shall be permitted per address.
- c. Nameplates shall not exceed three (3) square feet.
- d. Nameplates shall be constructed of durable materials.

**5.12.12 SPECIFIC TO OUTDOOR DISPLAY CASES**

- a. Each outdoor display case shall not exceed six (6) square feet.
- b. Outdoor display cases may be externally or internally illuminated.
- c. Theaters may be permitted larger outdoor display cases by Warrant.
- d. Outdoor display cases shall not be attached to Shopfront windows.

**5.12.13 SHINGLE SIGNS**

- a. Shingle Signs shall comport with the standards for Blade Signs except 5.12.9d and 5.12.9f.
- b. A building may have both the prescribed number of Blade Signs and the same number of Shingle Signs.
- c. Shingle Signs may encroach into the Public Frontage up to two (2) feet and shall clear the Sidewalk by at least seven (7) feet.
- d. Text and graphics on the Shingle Sign shall be limited to the name, logo, and suite number of the business. Slogans, full street address labels, operating hours and contact information are not permitted.

**5.12.14 SPECIFIC TO SIDEWALK SIGNS**

- a. Sidewalk Signs shall consist of freestanding, double-sided temporary signs placed at the entrance to a business in a primarily pedestrian environment.
- b. Sidewalk Signs shall be removed at the close of business each day.
- c. One (1) Sidewalk Sign shall be permitted for each business.
- d. Sidewalk Signs shall not exceed **42 inches** in height or **26 inches** in width.
- e. Sidewalk Signs shall be moved inside during high winds or other weather conditions that might pose a hazard to public safety.



**5.12.15 SPECIFIC TO WINDOW SIGNS**

- a. Only the following Window Sign types shall be permitted:
  - i. Vinyl applique letters applied to the window. Appliques shall consist of individual letters or graphics with no visible background.
  - ii. Letters painted directly on the window.
  - iii. Hanging signs that hang from the ceiling behind the window.
  - iv. Neon signs.
  - v. Door signs applied to or hanging inside the glass portion of an entrance doorway.
- b. Window signs shall not interfere with the primary function of windows, which is to enable passersby and public safety personnel to see through windows into premises and view product displays.
- c. Window signs shall be no larger than 25% of the total area of the window onto which they are applied. Sign area shall be measured using smallest rectangle that fully encompasses the entire extent of letters, logo and background.
- d. Window signs may list services and/or products sold on the premises, or provide phone numbers, operating hours or other messages, provided that the total aggregate area of these messages not exceed the limit provided above.
- e. Letters on window signs shall be no taller than eight (8) inches.

**5.12.16 SPECIFIC TO YARD SIGNS**

- a. One single- or double-post yard sign for each business may be permitted by Warrant, provided it is set back at least six (6) feet from the Frontage Line, does not exceed six (6) square feet excluding posts, and does not exceed six (6) feet high including posts, measured from the yard at the post location.

**5.12.17 SPECIFIC TO TEMPORARY SIGNS AND BANNERS**

- a. Temporary signs of all types may be approved by Warrant for a 30-day period only. Permitted materials shall be determined by Warrant.

## ARTICLE 7. DEFINITIONS OF TERMS

**Address Sign:** a sign, generally applied to a building wall, that displays a building's address.

**Apex:** the highest point of a sign as measured from the point on the ground where its structure is located, or, if no sign structure is present, from the point on the ground directly below the sign itself.

**Awning Sign:** lettering applied directly on the Valance or other vertical portion of an awning.

**Band Sign:** a sign that is attached flat on the exterior front, rear or side wall of any building or other structure. (Syn: wall-mounted sign, fascia sign)

**Blade Sign:** a sign mounted on the building Facade, projecting at a 90-degree angle. (Syn: projecting sign)

**Channel Letters:** removable letters that fit into channels on a sign or Marquee.

**Clearance:** the height above the walkway, or other surface if specified, of the bottom edge of an element.

**Marquee:** a structural feature of a building that provides shelter and sign space.

**Message Board:** a sign with changeable text. Non-electronic Message Boards typically consist of letters attached to a surface within a transparent display case. Electronic Message Boards typically have a fixed or changing message composed of a series of lights.

**Nameplate:** a sign consisting of either a panel or individual letters applied to a building, listing the names of businesses or building tenants.

**Outdoor Display Case:** a sign consisting of a lockable metal or wood framed cabinet with a transparent window or windows, mounted onto a building wall or freestanding support. It allows the contents, such as menus or maps, to be maintained and kept current.

**Shed Awning:** an awning with two short sides in addition to the main canopy.

**Shingle Sign:** a small Blade Sign usually mounted on the ground floor level, displaying a building's professional tenant directory.

**Sidewalk Sign:** a movable freestanding sign that is typically double-sided, placed at the entrance to a business to attract pedestrians. (Var: sandwich board, A-frame sign.)

**Signband:** the horizontal signage area on a Valance or Marquee.

**Valance:** the portion of an awning that hangs perpendicular to the Sidewalk.

**Window Sign:** a sign placed or painted on the interior of a Shopfront window or the window of a business door.

**Yard Sign:** a permanent freestanding sign in the Private Frontage, including a supporting post or posts.