

**Uptown Facade Board
Amendment to the Guidelines
Effective November 1, 2001**

The Facade Board is amending the Guidelines to allow neon signs, subject to the following requirements:

- Neon signs are permitted and subject to design review and approval by the Uptown Facade Board. A Certificate of Appropriateness must be obtained prior to sign installation. The approval will be based on the determination that the signage is compatible and harmonious with the primary color(s), style, period and architectural detailing of the building or development.

- Classified as Secondary signage (Sec. 6.2.2) and subject to the following:
 - Neon signs must meet all other signage criteria
 - Neon signs that are custom manufactured for the applicant is preferred
 - Neon signs may not flash, strobe, or otherwise be animated
 - The color palate for the Neon sign should be limited to one or two colors
 - Neon lighting to outline the building or building elements, i.e., doors and windows, is prohibited
 - Neon signs must be maintained in good condition

NOTE: The term “facade”, for the purpose of these Guidelines is understood to mean: “That visual portion of a property that faces the public right-of-way to include and without limitation to all architectural and construction features including structural materials, facing materials, windows, doors, trim, sills, steps, railings, cornices, moldings, fences, landscaping and other decorative materials.”

All signage in the Uptown Facade District, (C-1, CRD) must meet all the design requirements set forth by the Uptown Facade Board Design Guidelines and are subject to all other provisions of the “Sign Ordinance” (Ordinance #17E).

EFFECTIVE JANUARY 1, 2007

Uptown Facade Board Amendment to Design Guidelines Chapter 6 – Signage

6.0 SIGNAGE

6.1 GENERAL INFORMATION

All signs are subject to Uptown Facade Board review and approval.

6.1.1 NUMBER OF SIGNS

All signage are subject to Facade Board review and approval. Each business establishment is limited to a single principal or major sign per street front that the business faces. Secondary, Complementary and Special Purpose signs are allowed. However, the total square footage of **ALL** signs cannot exceed the maximum amount allowed (including signs placed on the outside and inside of windows and doors). All signs are included in the square footage calculation, unless specifically exempted within this document.

6.1.2 SIZE OF SIGNS

The maximum number of square footage for all signage combined, including signage on the inside of storefront windows, is five percent (5%) of the total square footage of the facade facing the public right-of-way. When more than one business occupies the same building, the total signage of all businesses combined cannot exceed the five percent (5%) rule. Signs exempt from the five percent (5%) rule are specifically identified in these guidelines.

6.1.3 SIGNS ON GLASS

Signs placed on windows and door glass, whether inside or outside the pane, cannot occupy more than twenty five (25%) percent of the glass space. When signs are used in windows they must be professionally made and of good design. The material must be heavy card stock, poster board quality or better. Plain paper, butcher paper, or standard cardboard is not acceptable. Glass signs must be included in the total square footage of signage on the entire facade.

6.1.4 LOCATION OF SIGNS

A sign shall be located on the building with regard to the design of the building and be subordinate and complementary to the building. Inappropriate locations for signs are above the roofline, over architectural details and obstructing windows and/or doors. Signs must be flush-mounted to reinforce the horizontal lines along the street. Signs must be an approved color scheme and cannot obscure ornamental details. When buildings are on corners and face more than one public right-of-way, one principal sign will be allowed for each facade facing the right-of-way. Secondary signs are allowed only on the principal frontage of the building.

6.2 SIGN CATEGORIES

All signs fall into one of three (3) major categories: Primary, Secondary and Complementary/Special Purpose.

6.2.1 PRIMARY SIGNS

A Primary sign is the main sign used to identify the business/enterprise located in a specific building. They are typically commercial in nature and are a vital part of the CRD & C-1 zones. A balance must be struck between the need to identify and call attention to a business and the need for a positive identity and image for the entire business area. Signs should not be a distraction, but rather an enhancement. Excessive competition for visibility too often results in a shopping environment characterized by visual clutter with oversized, poorly placed, not well designed, or unprofessional looking signs.

6.2.2 SECONDARY SIGNS

Secondary signs are intended to provide additional information for the business such as products, services and hours of operation. Secondary signs may not be any larger than four feet square in size and must be incorporated into the overall square footage restrictions for signage. Other forms of Secondary signs include:

- Directory Sign – A sign containing information relative to the location, distance to, or entrance to a business. Such signs must be permanently attached to the building, window or door.
- Public Information Sign – A sign containing emergency or legal notices, regulatory information, historical data of interest to the general public and church bulletin boards.
- Awnings – Awnings are especially useful for buildings with a simple or plain facade. The purpose is to accentuate the front of the building, provide shade for merchandise and shelter pedestrians. Awnings may add or detract from the character of the CRD & C-1 area, depending on the design, color and condition. Within the larger framework of the streetscape, awnings can provide visual continuity for an entire business block. The goal is to ensure that awnings enhance the buildings and storefronts and contribute to the overall image of Uptown. An awning must be professionally made of fabric material with earth tone colors that blend with the entire blockscape. Standard slanted fabric awnings, whether fixed or retractable, are generally the most appropriate. The selection of awning types, materials and placement should be carefully coordinated and compatible with the character of the building and other buildings along the streetscape.

An eight (8) foot clearance from the sidewalk to the lowest point of the awning is required. Awnings should be aligned with other awnings on the block.

Only the name, logo, and address of the business may be printed on the awning. To increase visibility from the sidewalk, we encourage placing the business name on the inside valance of the awning. Lettering on the valance may be up to six (6) inches high. The area of lettering and logo will be part of the five percent (5%) maximum. The Uptown Facade Board must approve the design of the awning and the colors used. Colors may be selected from the approved color chart.

- Menu Boards – Must be professionally constructed of wood, metal, or plastic. The business name must be professionally printed along the top in lettering at least three (3) inches high. The remainder of the board may be professionally printed. Chalkboards or dry erase boards for hand lettering may be used. Dimensions must be two (2) feet wide and four (4) feet in height and any unfinished material must be painted. The edges of the board must be bordered in wood, metal or plastic, such as picture molding, to guarantee a finished look. No moving parts, glow-in-the-dark, fluorescent paint or letters are allowed. Menu boards must be removed from public space when the business closes each day. These signs are not part of the five percent (5%) signage maximum.
- Historical Plaques – Historical information may be displayed in a cast metal plaque securely attached to a facade or metal pole. Historic plaques are not included in the five percent (5%) signage maximum.
- “Open” Signs – Each facade may have a single “open” sign located adjacent to the main entrance door. The sign may be neon and have a maximum size of two (2) square feet.
- Credit Card Insignia – Each facade may have a single insignia for each credit card accepted. They should be grouped neatly on the glass adjacent to the glass of the main entrance door. Hours of operation and payment restrictions may also be placed here. The insignia’s are not part of the five percent (5%) maximum.

6.2.3 COMPLEMENTARY AND SPECIAL PURPOSE SIGNS

Complementary signs are temporary and may be displayed for up to thirty (30) days. They do not require Facade Board approval and are not part of the five percent (5%) rule. These signs fall into two (2) categories:

- Posters – Advertise dated events in the Uptown area. They consist of a single poster or multiple posters consisting of a combined total area of four (4) square feet (equals a maximum of three (3) 11” x 17” posters). If multiple signs are used, they should be neatly grouped together adjacent to the main entrance. This sign is not part of the five percent (5%) maximum.
- Banners – Banners may be used to announce a significant business event, such as its opening, closing, major remodeling, ownership change, etc. They should be professionally made of a durable material and well maintained. All banner corners must be securely attached to the facade. The maximum area will be sixteen (16) square feet with the installation date legibly printed on the banner face.

Complementary signs do not require a permit and may be displayed for a maximum of thirty (30) days. This signage is not part of the five percent (5%) maximum. If a Complementary sign is determined inappropriate or unprofessional, the Uptown Façade Board has the right to require it be removed, even if it’s during the allowable thirty (30) day display period.

6.3 LETTERING

Lettering is as important as the message on the sign. It must be readable and of professional quality. All lettering must be permanent in nature and should be produced by a qualified professional sign painter or company, graphic artist or artist.

Letter size should be limited to three (3) different sizes on a single sign. A hierarchy of lettering sizes conveys a hierarchy of messages. Each Primary sign should be limited to ten (10) words. There is no restriction on the number of words used in a Secondary or Special Purpose sign, but it is often ineffective when a sign tries to say too much. Lettering styles and fonts are often an integral part of a company logo. No more than two lettering styles or fonts should be used per sign.

6.4 SIGN MATERIAL

The material(s) used in a Primary sign must be compatible with the facade material(s). It must be permanent, rigid and flush-mounted to the building. It must be completely painted regardless of the actual material(s) used. No unfinished wood, plastic, or metal may be visible.

6.5 SIGN ILLUMINATION

Signs should be illuminated in a way to enhance the overall composition of the facade. Illuminated signs should be subtle and understated. Generally they are lit from a recessed light source with a warm hue. Maximum lighting should average approximately 15 foot-candles, or one 150-watt bulb per sign. Avoid overly bright, revolving, or flashing signs. No backlit signs are allowed within the Facade District. Board approval of a sign's illumination is conditional on the size of the sign and distance of the lighting source from the sign.

6.6 CONSTRUCTION SIGNS

Construction signs are usually for the purpose of recognizing the contractors, architects and craftspeople that are rehabilitating buildings and properties within the Facade District. Generally the signs are erected for a relatively short period of time, while the project is underway. These signs are allowed in the Facade District as a variance to the temporary sign requirements found within these guidelines. The signs are to be no larger than 4' x 8' in size and constructed of a durable material and well maintained. Signs must not be placed on the City's right-of-way or in any other way conflict with the City's sign ordinance. The signs must be removed within fifteen (15) days of the project completion.

6.7 POLE BANNERS

A pole banner is a banner attached to a utility or light pole. Sign material(s) should be a durable fabric such as, Canvas, Vinyl, or Tyveck. They are to be used as a decorative accent to enhance the Uptown area and used by non-profit organizations only. The use of banners is allowed only with the prior review and approval of the Uptown Facade Board and must meet the following criteria:

- Pole banners must be attached at the top and bottom with proper hardware and firmly attached to the supporting pole(s).
- Pole banners must be maintained in good repair. Banners that are torn, show wear, dirty, or otherwise damaged, must be removed.
- Pole banners should add to the flavor and attractiveness of the Façade District and promote a non-profit community event. The use of pole banners for or by commercial advertising or sponsorship is prohibited.

NEON SIGNS – *See Amendment dated November 1, 2001*

Uptown Façade Board
Amendment to the Design Guidelines
Effective October 1, 2007

The Uptown Façade Board Has amended the Design Guidelines for Signage to allow LED signs in the Uptown Façade District as follows:

LED signs are permitted and subject to review and approval by the Uptown Façade Board prior to the installation/use of the sign.

- LED Signs are allowed in the Uptown Façade District only in the following areas:
 - Veterans Parkway Corridor
 - 13th Street Corridor
- LED sign is to be no more than 30% of the overall primary sign, not to exceed 12 sq. feet.
- A limit of one (1) LED sign per structure/property.
- LED lighting color is to be white or red only.
- LED signs may not flash, strobe or otherwise be animated or move. Sign message may change at intervals of not less than one (1) minute between each message.