

(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) Sign computations shall follow the guidelines for the base zoning district.
- (3) Signage shall be designed to enhance and complement the historic character of buildings within the downtown district. Wherever possible, sign review shall be informed by the use of historic photographs or visual records of the building or site.
- (4) Prior to the issuance of a zoning certificate, the applicant shall be required to apply for, and receive, a Certificate of Appropriateness for the sign.
- (5) 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 District shall comply with both the C1 and H-O District 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.
- (6) **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 Signs.** A sign printed on an awning along the valance or skirt. The HPC 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, and 4) are free of signs or graphics, except that if signs or graphics are included, they are located only on the valance.
- (7) **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;
 - (d) In areas where signs were historically attached (see Figure 6-3); or

- (e) Wall signs for first floor businesses shall be beneath the second floor windows.

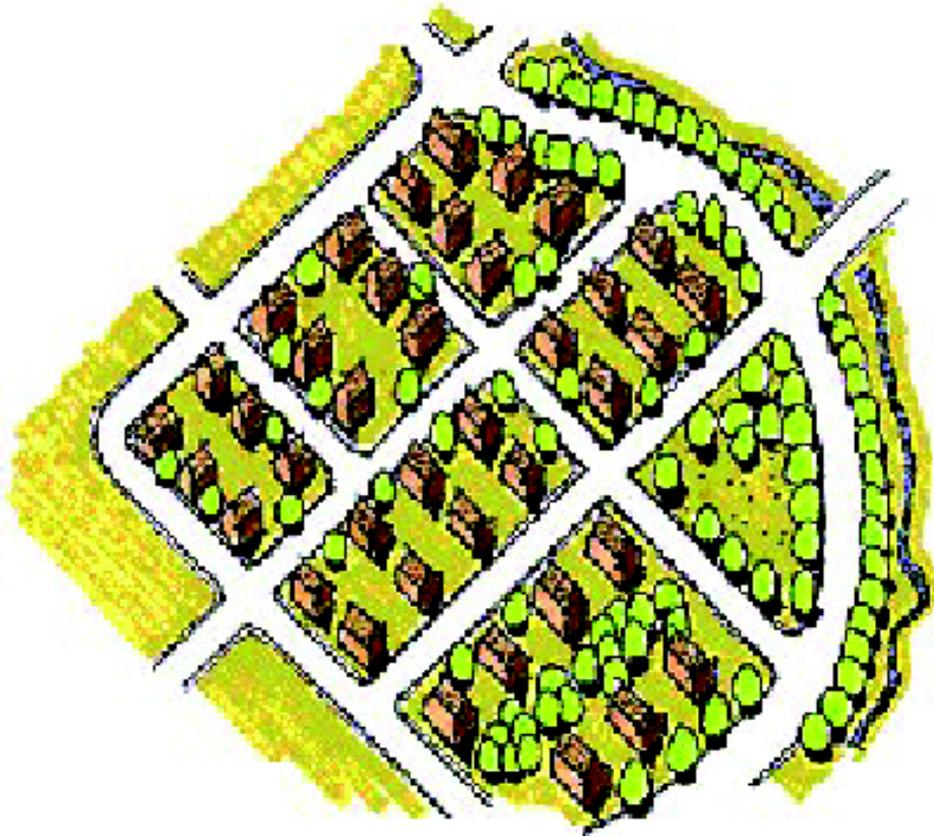


Figure 6-3: Illustration of where signs are historically attached to buildings in the downtown historic district.

- (8) **Sign Shape.** Signs shall be designed to match the historic time period elements. Wall signs shall include a raised rectangular 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.
- (9) **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.
- (10) **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.
- (11) **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 percent of the total sign area and shall not extend outside the sign borders.

- (12) **Lettering.** Lettering styles shall be legible and shall relate to the character of the property's use and the era of the building. Lettering on wall signs shall be in a serif font. Wall signs shall contain no more than two lettering styles, and the lettering and any logo shall occupy no more than 60 percent of the total sign area. Projecting signs may utilize a font other than serif. 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.
- (13) **Illumination.** External illumination of signs 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.
- (14) **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.

(Ord. No. 1006, § 1, 7-23-2019)