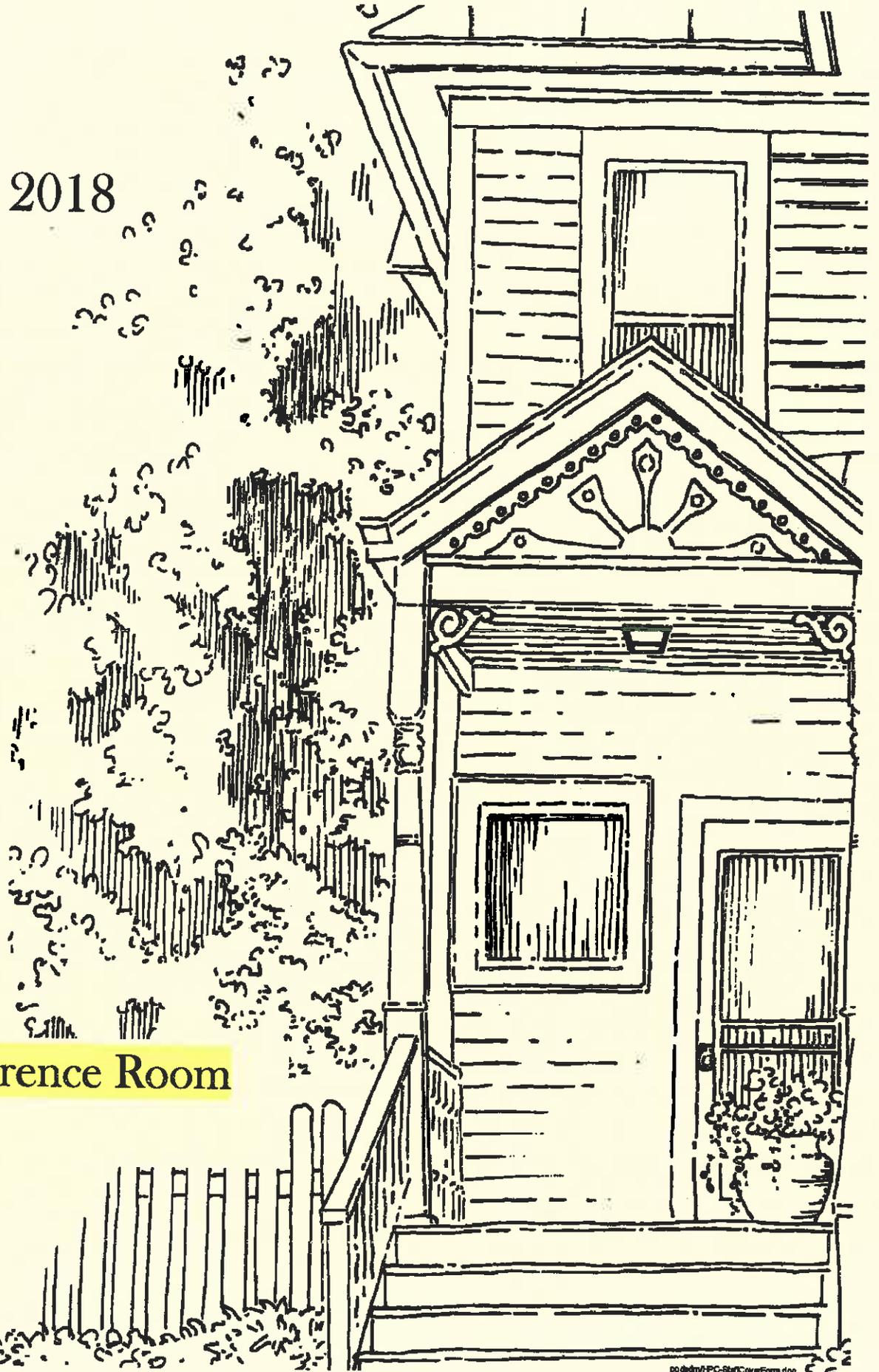
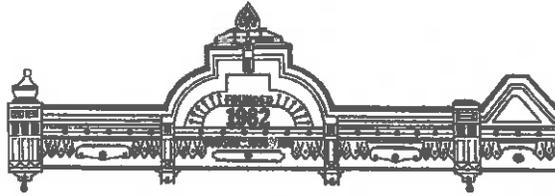


Iowa City Historic Preservation Commission

Thursday
August 23, 2018
5:30 p.m.



Helling Conference Room
City Hall



IOWA CITY HISTORIC PRESERVATION COMMISSION

Thursday, August 23, 2018

City Hall, 410 E. Washington Street

Helling Conference Room

5:30 p.m.

A) Call to Order

B) Roll Call

C) Public discussion of anything not on the agenda

D) Certificate of Appropriateness

1. 115 S. Dubuque Street – Franklin Printing House – Local and National Register Historic Landmark (signage)

E) Adjournment

If you will need disability-related accommodations in order to participate in this meeting, please contact Jessica Bristow, Urban Planning, at 319-356-5243 or at jessica-bristow@iowa-city.org. Early requests are strongly encouraged to allow sufficient time to meet your access needs.

Historic Review for 115 S. Dubuque Street

District: Downtown

Classification: Local and National Register Listed Landmark

The applicant, MediaQuest Sign Company, is requesting approval for a proposed alteration project at 115 S. Dubuque Street, the Franklin Printing House, a Local Historic Landmark in the Central Business District which is also listed in the National Register of Historic Places. The project consists of installing an illuminated flag-mounted sign at the storefront on the building.

Applicable Regulations and Guidelines:

10.0 The Secretary of the Interior's Standards for Rehabilitation

Iowa City Downtown District Storefront and Signage Guidelines

Staff Comments

This three-story brick building was built in 1856 in a Victorian Renaissance style with a rectangular plan and narrow storefront. The walls are clad in brick and the upper levels have three evenly spaced windows. They are one-over-one double hung windows with metal pedimented hoods and side brackets and a cast iron sill. The pressed metal cornice is set above a corbeled brick raised plane and consists of an ornate frieze, a band of dentils, a row of modillions, and a crown molding.

The storefront is the product of a 1984 rehabilitation of the building that incorporated cast iron pilasters discovered while work was being completed. The storefront includes a pair of offset doors on the right side leading to the upstairs apartments and the shop space below. A display window on the left has three plate glass windows set on a brick bulkhead. The clerestory over the display window and doors has five square lights and a plain signboard separates the storefront from the second floor.

The building is a well-preserved example of a Victorian Renaissance Style Commercial block. It is associated with two of Iowa City's earliest newspapers, the *Iowa Capital Reporter* and the *Iowa Standard* (later the *Iowa City Republican*).

The applicant is proposing to install a double-faced, illuminated flag-mount sign to the storefront. The sign will be mounted to the pilaster on the right or north side of the entry doors so that the bottom of the sign is at or above the 8-foot height required by city regulations. The sign is metal with a black-painted frame and grey-painted face. The letters are cut out and backed by white acrylic and the sign is internally illuminated by LEDs.

The guidelines are limited in recommendations applicable to this project. In order to review projects that are not covered in individual sections, the Secretary of the Interior's Standards for Rehabilitation are included in Section 10. Number Nine of the standards states that exterior alterations shall not destroy historic materials that characterize the property and the new work shall be differentiated from the old and compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

For more guidance, the National Park Service has published Preservation Brief 25 which includes a section on new signs on the last page (included in the packet). This Brief states that signs should work with the building rather than against it. Often features or details of the building will suggest a motif for new signs. Signs should not obscure significant features of the historic building. Sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.

The Iowa City Downtown District has also published Storefront and Signage Guidelines (included in the packet). The signage guidelines encourage projecting signs, durable materials, dimensional letterforms, and a scale to fit the building. Sign placement should take into consideration the architectural features and proportions of the building and when a sign band exists fit signs into the original space of the sign band.

Storefront projecting signs are located below the second-floor window sill, a minimum of 8 feet above the sidewalk and project a maximum of 4 feet. Plastic signs with painted letters where the entire face of the sign is illuminated is not allowed.

In Staff's opinion, new sign designs are a necessary and welcome part of a vibrant, active downtown that require a blending of old and new materials and designs. Staff has worked with the sign designer to revise the original design to be more compatible with the existing storefront and to revise the location of the sign. Placing signage in the sign band was discussed but was not optimal because the logo of the business is more square than linear and would not fit well proportionally in the sign band. A projecting sign was preferred by the business and is a type of sign seen on many buildings in the Central Business District. The new location, mounted at the pilaster, locates the sign near the shop door and at a height appropriate to the storefront and signage regulations. This location is also preferred over locations such as the window mullion or the brick wall above the sign band. The sign will be at a location and scale meant to attract pedestrian traffic.

The metal sign material is a common material for modern signs but also relates to the metal cornice and window trim. The black frame of the sign relates to the heavy frame of the storefront, pilasters, and sign band. The cutout letters are the only portion of the sign illuminated. The sign design makes some reference to the historic building but is a more simplified design to distinguish it from the historic building. Staff finds the new sign design appropriate for the historic building.

Recommended Motion

Move to approve a Certificate of Appropriateness for the project at 115 S. Dubuque Street as presented in the application.



Pitaya - Due 8/22 • Mtg 9/13

Application for Historic Review

Application for alterations to the historic landmarks or properties located in a historic district or conservation district pursuant to Iowa City Code Section 14-4C. Guidelines for the Historic Review process, explanation of the process and regulations can be found in the *Iowa City Historic Preservation Handbook*, which is available in the Neighborhood and Development Services office at City Hall or online at: www.icgov.org/historicpreservationresources.

For Staff Use:

Date submitted: 8/9/18

- Certificate of No material Effect
- Certificate of Appropriateness
 - Major review
 - Intermediate review
 - Minor review

The HPC does not review applications for compliance with building and zoning codes. Work must comply with all appropriate codes and be reviewed by the building division prior to the issuance of a building permit.

Meeting Schedule: The HPC meets the second Thursday of each month. Applications are due in the office of Neighborhood and Development Services by noon on Wednesday three weeks prior to the meeting. See attached document for application deadlines and meeting dates.

Property Owner/Applicant Information

(Please check primary contact person)

- Property Owner Name: Hodge Residential Apartments Inc
 Email: N/A Phone Number: () N/A
 Address: 115 S Gubert St
 City: Iowa City State: IA Zip Code: 52240
- Contractor / Consultant Name: MediaQuest Sign Company, LLC
 Email: Mpelley@mediaquestsigns.com Phone Number: (319) 848 7446
 Address: 5100 20th Ave SW
 City: Cedar Rapids State: IA Zip Code: 52404

Proposed Project Information

Address: Pitaya (occupant) 115 Dubuque St
 Use of Property: Restaurant Date Constructed (if known): _____

Historic Designation

(Maps are located in the Historic Preservation Handbook)

- This Property is a local historic landmark.
- OR

This Property is within a historic or conservation district (choose location):

- | | |
|--|--|
| <input type="checkbox"/> Brown Street Historic District | <input type="checkbox"/> Clark Street Conservation District |
| <input type="checkbox"/> College Green Historic District | <input type="checkbox"/> College Hill Conservation District |
| <input type="checkbox"/> East College Street Historic District | <input type="checkbox"/> Dearborn Street Conservation District |
| <input type="checkbox"/> Longfellow Historic District | <input type="checkbox"/> Gossett / Horse Mann Conservation District |
| <input type="checkbox"/> Northside Historic District | <input type="checkbox"/> Governor-Lucas Street Conservation District |
| <input type="checkbox"/> Summit Street Historic District | |
| <input type="checkbox"/> Woodlawn Historic District | |

Within the district, this Property is classified as:

- Contributing
- Noncontributing
- Nonhistoric

Application Requirements

Choose appropriate project type. In order to ensure application can be processed, please include all listed materials. Applications without necessary materials may be rejected.

Addition

(Typically projects entailing an addition to the building footprint such as a room, porch, deck, etc.)

- Building Elevations Floor Plans Photographs
 Product Information Site Plans

Alteration

(Typically projects entailing work such as siding and window replacement, skylights, window opening alterations, deck or porch replacement/construction, baluster repair, or similar. If the project is a minor alteration, photographs and drawings to describe the scope of the project are sufficient.)

- Building Elevations Photographs Product Information

Construction of new building

- Building Elevations Floor Plans Photographs
 Product Information Site Plans

Demolition

(Projects entailing the demolition of a primary structure or outbuilding, or any portion of a building, such as porch, chimney, decorative trim, baluster, etc.)

- Photographs Proposal of Future Plans

Repair or restoration of an existing structure that will not change its appearance.

- Photographs Product Information

Other: Sign Installation - Flag Mount

Please contact the Preservation Planner at 356-5243 for materials which need to be included with application.

Proposed Project Details

Project Description:

Installation of quantity (1) double face, illuminated exterior
flag mount identification sign

Materials to be Used:

2" Aluminum tube frame cabinet with routed aluminum
faces. Backed up with 3/16" black day/night acrylic, illuminated
with LED's

Exterior Appearance Changes:

Installed on Mullion with lags through frame in location
as per print Pitaya-FLG-ALT-00

MQ JOB DETAILS

TOTAL SQ. FT. OF SIGNAGE: 9 SQ FT
 APPROX. VIEWING DISTANCE OF COPY: UP TO 421.8 FT

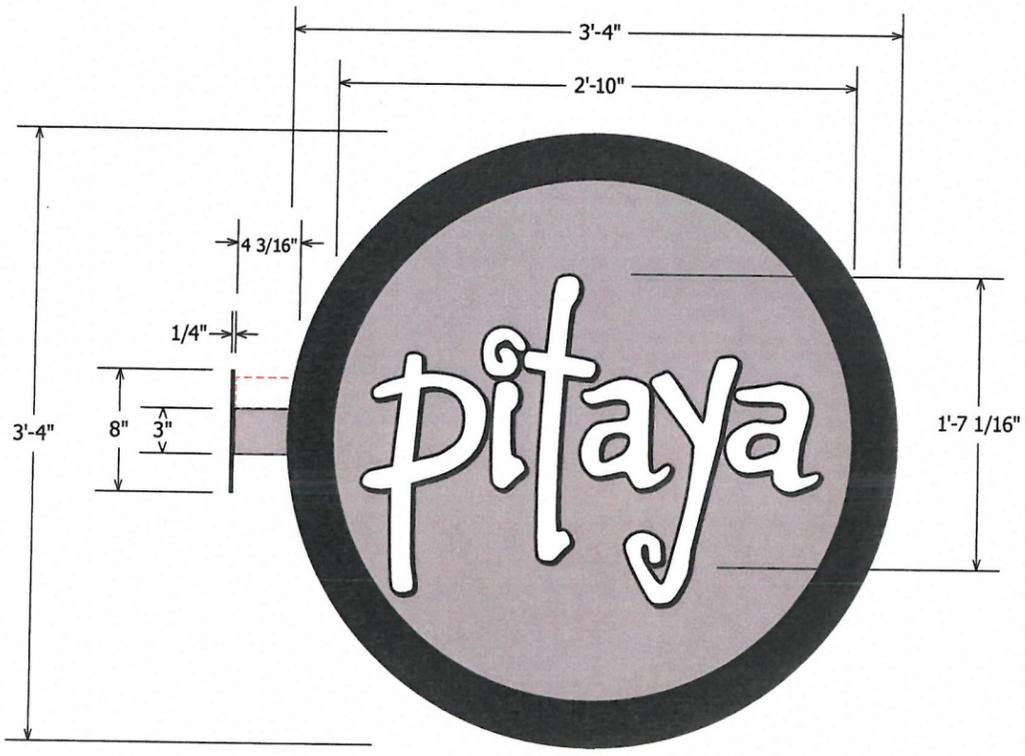
D/F ILLUMINATED EXTERIOR FLAG-MOUNTED SIGN.

FABRICATE INTERIOR STRUCTURE ON 3" ALUMINUM TUBE. ALUMINUM FACES TO BE ROUTED AND BACKED WITH WHITE ACRYLIC. 1" RETURNS TO BE REMOVABLE. ILLUMINATE WITH LEDS. SELF CONTAINED POWER SUPPLY. PAINT AS PER PRINT.

3" ALUMINUM TUBE MOUNTING ARM. PAINT.

ROUTED 1/4" ALUMINUM MOUNTING PLATE. PAINT.

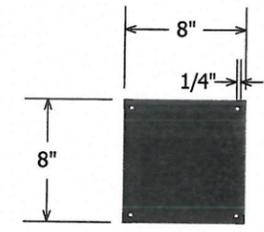
INSTALL IN LOCATION AS PER PRINT WITH 1/2" DROP-IN ANCHORS, 2" LONG.



Front View
1" = 1'-0" Scale



Side View
1" = 1'-0" Scale



Mounting Plate
1" = 1'-0" Scale



Proposed Signage



3M 7725-31 MEDIUM GREY PAINT
 3M 7725-12 BLACK PAINT

MQ REVISIONS

- R1: 08.17.2018 [SS] - INCREASED SIZE.
- R2:
- R3:
- R4:

DESIGN APPROVED BY:
 AUTHORIZED SIGNATURE _____
 DATE _____
 LANDLORD SIGNATURE _____
 DATE _____

FILE NAME: PITAYA_FLG_ALT4_R1
 JOB NAME: PITAYA
 LOCATION: IOWA CITY, IA
 DATE: 08.16.2018
 SCALE: 1" = 1'
 DESIGN: AJW
 SALES: CL

Thank you for choosing



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5100 20th Ave SW, Cedar Rapids, IA 52404

MQ Phone: 319.848.7446 MQ Fax: 319.363.3786 MQ mediaquestsigns.com

- UNLESS OTHERWISE SPECIFIED:
- ALL FLUORESCENT LAMPS WILL BE T12-CW-HO
 - ALL BALLASTS WILL BE COLD-START ALL-WEATHER BALLASTS
 - 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS
 - ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS
 - ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH

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25 PRESERVATION BRIEFS



The Preservation of Historic Signs

Michael J. Auer



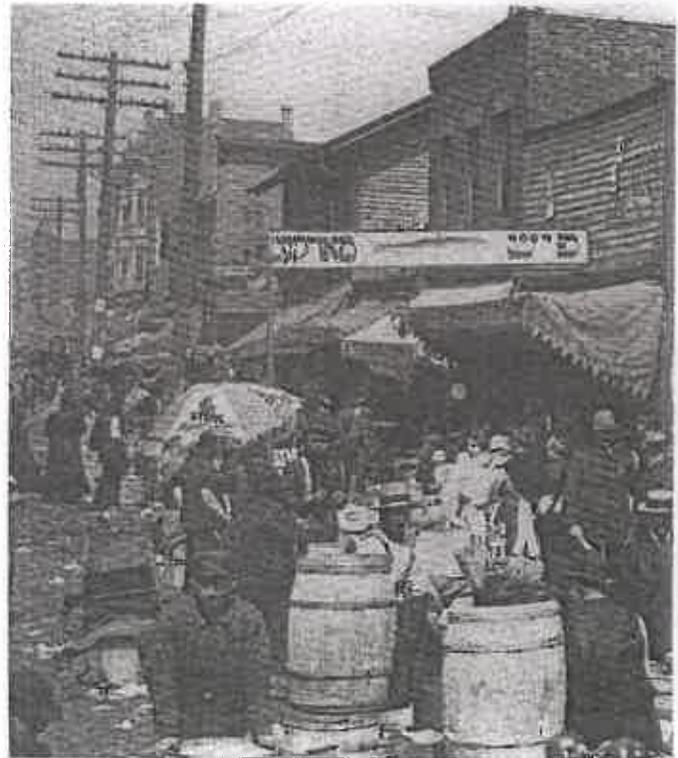
U.S. Department of the Interior
National Park Service
Cultural Resources
Preservation Assistance

"Signs" refers to a great number of verbal, symbolic or figural markers. Posters, billboards, graffiti and traffic signals, corporate logos, flags, decals and bumper stickers, insignia on baseball caps and tee shirts: all of these are "signs." Buildings themselves can be signs, as structures shaped like hot dogs, coffee pots or Chippendale highboys attest. The signs encountered each day are seemingly countless, for language itself is largely symbolic. This Brief, however, will limit its discussion of "signs" to lettered or symbolic messages affixed to historic buildings or associated with them.

Signs are everywhere. And everywhere they play an important role in human activity. They identify. They direct and decorate. They promote, inform, and advertise. Signs are essentially social. They name a human activity, and often identify who is doing it. Signs allow the owner to communicate with the reader, and the people inside a building to communicate with those outside of it.

Signs speak of the people who run the businesses, shops, and firms. Signs are signatures. They reflect the owner's tastes and personality. They often reflect the ethnic makeup of a neighborhood and its character, as well as the social and business activities carried out there. By giving concrete details about daily life in a former era, historic signs allow the past to speak to the present in ways that buildings by themselves do not (Figs. 1 and 2). And multiple surviving historic signs on the same building can indicate several periods in its history or use. In this respect, signs are like archeological layers that reveal different periods of human occupancy and use.

Historic signs give continuity to public spaces, becoming part of the community memory. They sometimes become landmarks in themselves, almost without regard for the building to which they are attached, or the property on which they stand. Furthermore, in an age of uniform franchise signs and generic plastic "box" signs, historic signs often attract by their individuality: by a clever detail, a daring use of color and motion, or a reference to particular people, shops, or events.



1. Detail from a busy Chicago street market, about 1905. The sign over the sidewalk depicts a fish. It also gives the Hebrew letters for the English words "Fish Market." The sign offers information about the people who patronized the store that is not available from looking at the buildings. They were European Jews who were beginning to learn English. Chicago Historical Society, negative number ICH-19155.

Yet historic signs pose problems for those who would save them. Buildings change uses. Businesses undergo change in ownership. New ownership or use normally brings change in signs. Signs are typically part of a business owner's sales strategy, and may be changed to reflect evolving business practices or to project a new image.

cut to end — New Signs

sign is then sealed with a clear, water-resistant varnish.

Gilded signs, both surface and reverse on glass, can be cleaned gently with soap and water, using a soft cloth. Additionally, for glass signs, the varnish backing should be replaced every seven years at the latest.

Neon. Neon signs can last 50 years, although 20–25 years is more typical. When a neon sign fails, it is not because the gas has “failed,” but because the system surrounding it has broken down. The glass tubes have been broken, for example, thus letting the gas escape, or the electrodes or transformers have failed. If the tube is broken, a new one must be made by a highly skilled “glass bender.” After the hot glass tube has been shaped, it must undergo “purification” before being refilled with gas. The glass and the metal electrode at the end of the tube are heated in turns. As these elements become hot, surface impurities burn off into the tube. The resulting vapor is then removed through “evacuation”—the process of creating a vacuum. Only then is the

“neon” gas (neon or mercury-argon) added. Neon gives red light, mercury-argon produces blue. Other colors are produced by using colored glass and any of dozens of phosphor coatings inside the tube. Green, for example, can be produced by using mercury-argon in yellow glass. Since color is so important in neon signs, it is vital to determine the original color or colors. A neon studio can accomplish this using a number of specialized techniques.

A failing transformer can cause the neon sign to flicker intensely, and may have to be replaced. Flickering neon can also indicate a problem with the gas pressure inside the tube. The gas may be at too high or too low a pressure. If so, the gas must be repumped.

Repairs to neon signs also include repairs to the surrounding components of the sign. The “metal cans” that often serve as backdrops to the tubing may need cleaning or, in case of rust, scraping and repainting.

As with gilded signs, repair of neon signs is not a matter for amateurs (Fig. 17).

2 New Signs and Historic Buildings

Preserving old signs is one thing. Making new ones is another. Closely related to the preservation of historic signs on historic buildings is the subject of new signs for historic buildings. Determining what new signs are appropriate for historic buildings, however, involves a major paradox: Historic sign practices were not always “sympathetic” to buildings. They were often unsympathetic to the building, or frankly contemptuous of it. Repeating some historic practices, therefore, would definitely not be recommended.

Yet many efforts to control signage lead to bland sameness. For this reason the National Park Service discourages the adoption of local guidelines that are too restrictive, and that effectively dictate uniform signs within commercial districts. Instead, it encourages communities to promote diversity in signs—their sizes, types, colors, lighting, lettering and other qualities. It also encourages business owners to choose signs that reflect their own tastes, values, and personalities. At the same time, tenant sign practices can be stricter than sign ordinances. The National Park Service therefore encourages businesses to fit their sign programs to the building.

The following points should be considered when designing and constructing new signs for historic buildings:

- signs should be viewed as part of an overall graphics system for the building. They do not have to do all the “work” by themselves. The building’s form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.
- new signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
- sign placement is important: new signs should not obscure significant features of the historic building. (Signs above a storefront should fit within the his-

toric signboard, for example.)

- new signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures.
- sign materials should be compatible with those of the historic building. Materials characteristic of the building’s period and style, used in contemporary designs, can form effective new signs.
- new signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and signloads should be properly calculated and distributed.

Conclusion

Historic signs once allowed buyers and sellers to communicate quickly, using images that were the medium of daily life. Surviving historic signs have not lost their ability to speak. But their message has changed. By communicating names, addresses, prices, products, images and other fragments of daily life, they also bring the past to life (Fig. 18).



18. Sign painters pausing from their work, 1932. Photo: Courtesy, Cumquat Publishing Co. and Tattalon Sign Co., St. Louis, Missouri.

Iowa City Downtown District
Storefront & Signage Guidelines



Acknowledgments

This document was created through a collaboration of the Iowa City Downtown District and the City of Iowa City.

We would like to thank the following steering committee members, consisting of downtown retailers and restaurant owners, property owners, design professionals, and residents, that generously donated their time and insights to support the success of this effort and the standards set forth in the Guidelines:

Thomas Connolly
 Will Downing
 Caroline Dyer
 George Etre
 Michelle Galvin
 Ritu Jain
 Karen Kubby
 Chucho Loria
 Marc Moen
 Nate Kaeding
 Grant Nordby
 Joni Schrup
 Brian Vogel
 Brent Westphal
 David Zahradnik

Staff of the City of Iowa City, the Iowa City Downtown District, and the Iowa Alcoholic Beverages Division provided invaluable advice and assistance in this effort, as well.

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Well-designed signs help create successful storefronts. Comprised of letterforms and graphic elements, a sign conveys the personality of the business and creates a sense of excitement and vibrancy on the street.

Signage should be designed by a design professional and fabricated by a sign company that understands various methods and materials that are appropriate to the District. The size of the sign should be appropriate for the storefront, building and neighboring buildings as well as the pedestrian experience. If signs are too large and bright, they may reduce visibility of the merchandise and affect the dining experience of neighboring sidewalk cafés.

Pedestrian visibility, both from adjacent sidewalks and from across the street, is the primary consideration for the type of signage used as well as its size and location. Signs should not be scaled for vehicular visibility since the characteristics of the streetscape, narrow viewing angles and trees minimize the benefits of larger signs. Using a variety of well-designed and appropriately scaled sign types is the best approach.

Best Practices - Encouraged

- Use of projecting signs increases pedestrian visibility and creates a unique feel for the District.
- Use quality, durable materials.
- Plan lighting placement to best accentuate the signage.
- Scale signs to fit the building and avoid obscuring architectural features.
- Exposed neon is appropriate if used in a limited and tasteful manner.
- Dimensional letterforms add more interest to signage than flat vinyl or painted signs.



Non-illuminated, pin-mounted letters can be highly effective.



Hand-painted signage can feel both nostalgic and refined.



Restore old signs when possible.



A three-dimensional element can make your storefront more distinctive.



Halo-lit letters are an elegant way to illuminate a sign.



Exposed neon is an appropriate method if used in a limited and tasteful manner.

Best Practices - Encouraged (continued)

- Consider restoring historic signs.
- Consider 3-dimensional elements to make signs more interesting.

Best Practices - Avoid

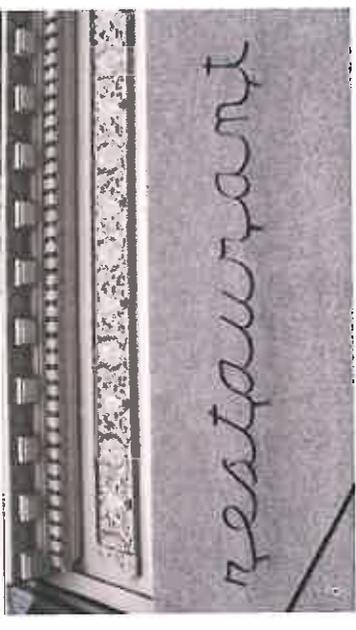
- Internally illuminated, plastic-faced letterforms or 'cloud' type backlit acrylic signs are not allowed. Instead use individual open-face, neon channel letters, halo-illuminated letters or push-through letters.
- Back-lit, acrylic faced cabinet signs, where the entire face is illuminated, are prohibited except in the case of historic theater marquees.

Benefits

- Creative, well-designed signage draws attention, adds a layer of detail and interest to the storefront and creates a lasting impression with the customer.
- Smaller, pedestrian-friendly, unique signs can be less expensive than traditional, vehicular-oriented signs.



Artistic elements add charm and elegance to a sign.



Sometimes a very simple design solution can be very effective.



Glaze signs offer great visibility for pedestrians and offer an opportunity for creative solutions.



Use creative shapes to make signs more appealing.



Back-lit, acrylic-faced cabinet signs, where the entire face is illuminated, are prohibited.



Internally illuminated, plastic-faced letterforms are not allowed.

Fascia Signs

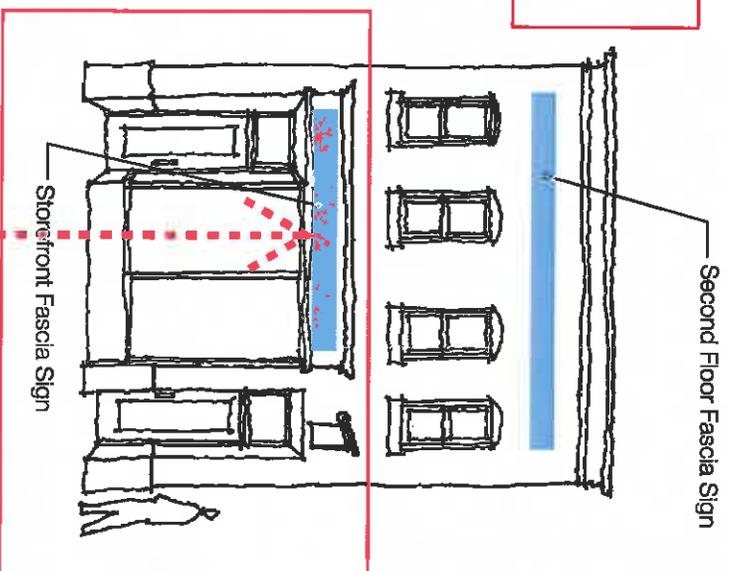
The facade of the building is typically the location for the primary store identification. For first floor tenants, when sufficient room exists, the Storefront Fascia Sign is located over the storefront or entry. Sometimes this area is a defined sign band, but often it is not.

In some cases, second floor retail tenants are allowed a Second Floor Fascia Sign that may be located above the windows of the second floor. Second Floor Fascia Signs are allowed under the following conditions:

- When a second floor tenant has a dedicated entry door from the street, on the same face of the building where the sign is located.
- When an entire building contains multiple tenants that are accessed through a common lobby from the street. In this case, a comprehensive sign plan showing proposed exterior sign locations must be proposed by the building owner and approved by the City. Sign sizes and placement should follow these Guidelines.
- Office tenants are not allowed to have a Second Floor Fascia Sign.

Best Practices - Encouraged

- Placement of signs on the facade should take into consideration the architectural features and proportions of the building
- The allowable sign area is 1.5 times the length in feet of the street facing facade but should be no longer than 90% of the length of the facade or sign band.
- On larger buildings, placing the sign over the entrance helps customers understand where to go.
- When a sign band exists, fit signs within the original space of the sign band as defined by the architectural features. Avoid extending beyond the band area.



When a sign band exists, it can provide the best location for signage.



Storefront Fascia Signs and Second Floor Fascia Signs can be arranged to allow for visibility and consideration for the building design.

Fascia Signs

Best Practices - Encouraged (continued)

- If no clear sign band exists, signs should be located in relationship to the building facade storefront features: either centered over the entrance, centered in the facade, or centered on the main display window, and at similar height as adjacent businesses. Typically this is below the second floor windows and above the storefront.
- Individual letter signs look best on a sign band when the sign band is smaller in proportion to the storefront, or the sign band has details like panels or interesting materials.
- Flat panel signs with lettering on them can be used on sign bands, if the panel shape is proportional to the sign band area, related to the shape of the band, and placed so that it doesn't 'float' in too much space because it's too small, or get crowded because it's too big.

Benefits

- In most cases, the Fascia Sign is the primary sign for a tenant. A well-placed and correctly proportioned sign defines the storefront and catches pedestrian attention.
- A well-placed and correctly proportioned Second Floor Fascia Sign provides identification for a tenant that has no storefront display.



When no defined sign band exists, signage should be sized to work with the proportions of the building and other storefront elements.



Simple, pin-mounted letters can be very ineffective.



Individual letters that are proportional to building details can be an elegant fascia sign solution.



A correctly proportioned sign panel can work well within the defined sign band.



Fascia Signs should be designed to work with the space allowed, and should not ignore obvious architectural constraints.

Projecting Signs

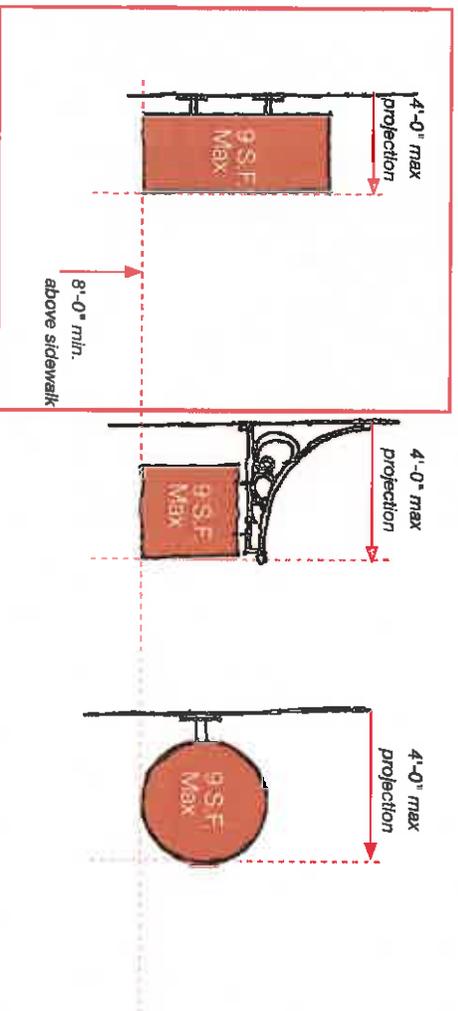
Projecting Signs project out from the face of the building over the sidewalk, are two-sided and contain the business name and/or logo.

In some cases a three-dimensional object or shape related to the business may be used. These signs may or may not incorporate the business name or logo. Because it is not possible to define all the allowable or prohibited designs, Projecting Signs of this nature are subject to design review.

There are three types of Projecting Signs allowed in the District:

- **Storefront Projecting Signs** are located below the second floor window sill.

Storefront Projecting Signs



Upper Level Projecting Signs and Banners

- **Upper Level Projecting Signs** are located above the second floor window sill and below the bottom of cornice or roof line if no cornice exists. For any allowable Upper Level Projecting Sign, the tenant must obtain permission from the building owner. Upper Level Projecting Signs are only permitted when any of the following conditions exist:

- The retail tenant occupies the entire building, and the building frontage is greater than 60 feet.
- The tenant is a hotel, theater or bowling alley as permitted by the sign code.

- **Banner Projecting Signs** are located above the second floor window sill and below the bottom of cornice or roof line if no cornice exists. Banner Projecting Signs are only permitted when any of the following conditions exist:

- The retail tenants are located in a large, multi-tenant building where access to individual tenants is through a common lobby from the street, and tenants do not have individual exterior storefronts.
- The retail tenant occupies a large, multi-story building with more than 200 feet of street frontage.



Storefront Projecting Signs

Best Practices - Encouraged

- Use high quality, durable, rigid materials that will not bow or bend.
- Lightweight, swinging-type signs are an inexpensive but highly visible way to identify your storefront.
- Use clear, memorable imagery and interesting shapes.

• The bracket or support structure is part of the visual presentation and should be simple and clean, or thoughtfully incorporated into the design of the sign.

- The bottom of the sign shall be no lower than 8 feet above the sidewalk, and the top shall be no higher than the bottom of the second floor window sill.

- Consider adjacent projections (Projecting Sign, awnings, canopies) when determining the location of the sign. Do not obstruct pedestrian view of adjacent tenant Projecting Signs.

- Locate signs no closer than 1 foot from the adjacent lease or property line and no closer than 12 feet from any adjacent tenant Storefront Projecting Sign.

- The maximum size is 9 sq. ft. per side, messages are only allowed on two sides, and the maximum projection is 4 feet from the face of the building.

Best Practices - Avoid

- Internally illuminated, plastic-faced letters and cabinet signs are not allowed.

Benefits

- Projecting signs are highly visible to pedestrians walking along the sidewalk and provide an excellent opportunity for creative expression of retail brand identity.

- Simple, inexpensive signs can be very effective.



Decorative brackets add interest and enhance the design.



A three-dimensional object creates an eye-catching sign.



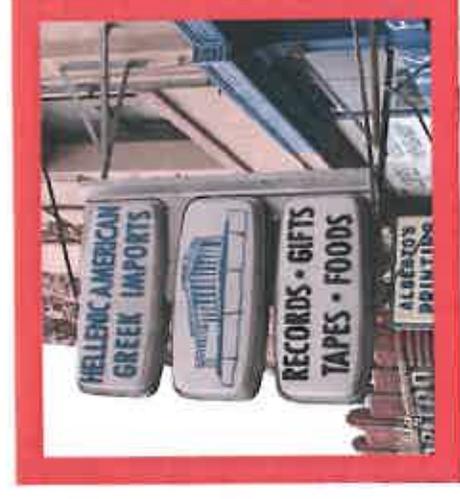
Small light fixtures can be used to illuminate the sign effectively.



Storefront Projecting Signs are highly visible for pedestrians.



Creative, artistic elements grab pedestrian attention.



Storefront Projecting Signs should not be oversized or require excessive structures or guy wires for support. Internally illuminated, plastic-faced sign cabinets are not allowed.