



Signage & Environmental Graphics

Definition of Signage

Guideline: Design signage that has character.

Design signage that will draw in the passerby. Use vibrant, clever, handcrafted, dynamic, or elegant signs depending upon the atmosphere of the associated store or restaurant. Color, material and location are as important as the text and graphics on the sign. Mount signs in a way that is subtle, elegant or clever. When designing signage take into account the organization of the entire facade. Do not obscure architectural ornament with signage.

Sign Definition

A sign is a combination of letters, numbers, images, emblems or symbols. Signs give the name of the establishment, the address, or may include the establishments brand copy. Signs can have a solid backing, or have no backing. The sign area is the smallest rectangle that fully encompasses the sign. Sign design grabs hold of the imagination. Bring delight to the street.

Sign Materials

The following materials are approved materials and methods for sign making, depending upon the type of sign used.

Plastics

Translucent and opaque acrylics, vinyl film, transfers and decals for windows
- vacuum-formed, molded, engraved, embedded

Metals

Steel, stainless steel, bronze and brass, lead- and zinc-coated mild sheet steel cast metal letterforms, die-stamped, die-embossed, engraved, photo-etched, painted

Woods

Hardwoods for exterior use
- mahogany, oak, beech, maple, birch
- carving, sandblasting, laser engraving, painting

Glass

Tinted, frosted
- acid etching, sand-blasting, brilliant glass cutting, gilding

Enamel

Panels, tiles.

Masonry

Slate, granite, marble, brick
- carved, sand-blasted

Ceramic

Tiles
- painted, relief, mosaic

Fabric

Cloth, vinyl
- silkscreen, sewn



Figure 1.1

Individual letters and logos can be brought out from the face of the building using a solid support at the transom bar and the display windows. These are internally lit channel letters.



Figure 1.2

Use large canvas wall signs to create a big impact. Respect historic wall signs.

Illumination

- Neon/cold cathode illumination
- Halo illuminated
- Remotely lit
- Internally illuminated channel letters

Internally lit cabinets are not appropriate in the district



Figure 1.3

Use a combination of geometric shapes and letters to create signs.



Figure 1.4

This layered translucent glass creates a wall sign that is unique. Note the sign is held out from the facade in a simple way.



Figure 1.5

On short infill buildings, large roof signs help to maintain the street wall.

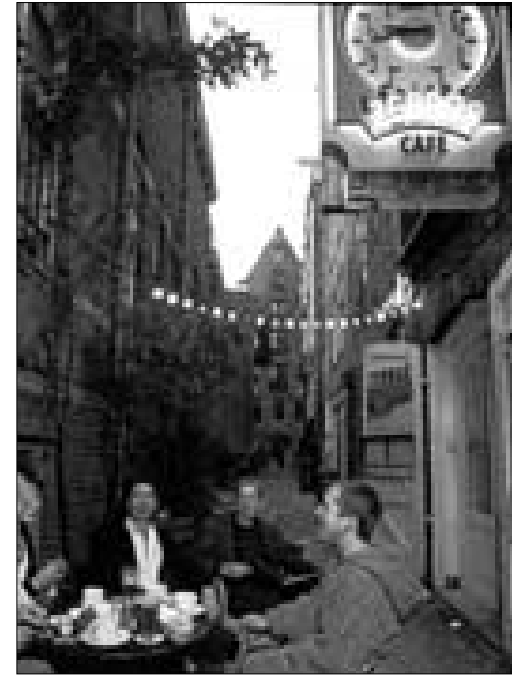


Figure 1.6

This sign combines neon with a moving element - specifically a clock with musical notes on it - to create a unique identity. Tivoli light help to define the outdoor cafe.



Figure 1.7

Locate neon in transom windows and at display windows.



Figure 1.8

Use geometric shapes and a simple neon design to create an outstanding logo. Note the unobtrusive way in which this sign is supported.



Figure 1.9

A combination of painted window signs and a neon sign in the transom window.

Sign Types

Guideline: Utilize different sign types in ways that make the environment exciting.

There are many types of signs. This section defines these types. In some cases, allowed sign types may differ from the existing zoning ordinances. Until a new zoning ordinance is put into effect, variances must be sought for signs such as flashing/animated signs, large scale wall signs, and roof signs. The intention of these guidelines is to expand upon the current signage ordinance, providing greater creativity and excitement along the streetscape.

Address

Place storefront address numbers on the transom above storefront doors. Building addresses can be located with the building name on the transom above the main entry, or on an architectural element on the facade. As an alternative, addresses may be located in the entry floor, (see entryway signs). Appropriate materials for address signs include painted or vinyl numbers on glass, ceramic tile / mosaic or cast bronze.

Advertising

Advertising graphics and typography promoting products and or services. Locate typically in display window.

Animated Sign

A sign where elements change position or appear to move through the use of flashing neon. Animated signs are allowed along St. Charles Street and Lucas Street between Tucker and 14th streets, as long as animation does not cause glare, impair vision on public way, or cause nuisance in adjacent living areas.

Awning and Canopy

Name, logo, graphic element or brand copy located on the sloping portion of a canvas awning, on the front face of a canopy or on the awning valence.

Banner

Characters, letters, illustration, or ornament applied to cloth, fabric, vinyl backing, nylon, canvas or vinyl mesh. Banners are highly encouraged in the district. Mount them at a right angle to the main facade and center on piers. Maintain banners, and replace when faded, or torn.

Billboards

Billboards advertise products, services, or uses not necessarily on the premises. Billboards are not allowed in the district.

Blade Sign

Tenant identification sign that uses letterforms, logo, and/or graphic elements, projects at a right angle from the face of the building, is located on a pier adjacent to the transom windows, and has a maximum height equal to the height of the transom windows. Blade signs can be aluminum, stainless steel, painted wood, sandblasted glass, or translucent acrylic. A blade sign identifies a tenant on a pedestrian level.

Brand Copy

A short phrase or description that effectively conveys the type of business. Do not include mention of name-brand products or corporations.

Building Name

On historic buildings the building name typically already exists in a stone inscription. For new buildings, locate the building name on the transom above the main entry, or on an architectural element on the facade. Appropriate materials include cast bronze, ceramic, stone, or paint / vinyl on glass transom.

Commemorative Plaque

A plaque that commemorates a person, event, or place for posterity. Characters, letters and/or illustration typically constructed of cast bronze. Locate in sidewalk, or on building pier.

Construction Sign

Constructed of cloth, canvas, or plywood and mounted to the exterior building for not more than six months.

Display Window

Windows located in the storefront. Themed or well designed windows showcasing merchandise are highly recommended. Maintain maximum transparency into the retail area. Signage inside the window diminishes views into the store. See store identification.

Entryway signs

At the entry create a tile or mosaic threshold that included the store name or address. Appropriate for recessed entries.

Event Sign

Signage for a specific event, either district oriented or affiliated with a holiday. The light standard design for Washington Avenue provides anchoring for banners that span across the street. Other locations for events signage include sandwich boards and banners. Power for tivolis / holiday lights is located at every other light pole. Events signage may be displayed for a maximum of sixty consecutive days.

Flashing or Moving Lights

A directly or indirectly illuminated sign, where the illumination changes color or intensity. Flashing signs are allowed along St. Charles and Lucas streets between Tucker and 14th Streets, as long as flashing intensity does not cause glare, impair vision on public right of way, or cause nuisance in adjacent living areas.

Ground Sign

A sign supported by poles or uprights extending from the ground. With the exception of parking sign, ground signs are not appropriate in the district. See parking signs.



Figure 1.1

Individual letterforms are placed on the transom or spandrel above the door.

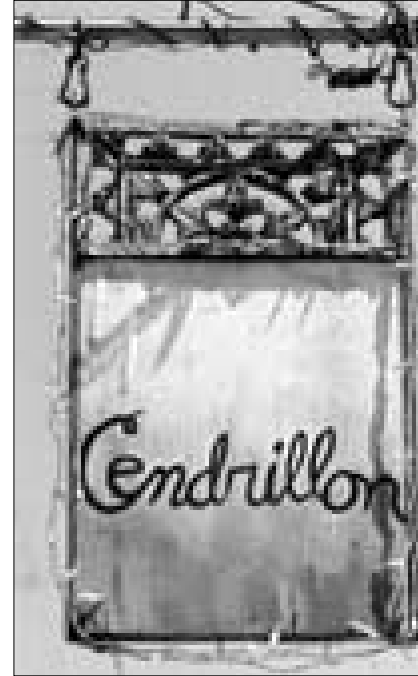


Figure 1.2

Use detailed signs with a handcrafted look. This blade sign is constructed from painted wood and decorative metal.



Figure 1.3

This painted metal blade sign is simple and understated. The sign support is designed to enhance the overall design of the sign.

Historical Marker

A marker that commemorates a person, event, or place for posterity. Characters, letters and/or illustration typically constructed of cast bronze. Locate in sidewalk, or on building pier.

Holiday Sign and Decorations

A sign or decoration commemorating a holiday. May be displayed for a maximum of sixty consecutive days per year.

Illuminated Sign

A sign lit by indirect or direct light source. Signs must not

cause glare or impair vision on public way or cause nuisance in adjacent living areas. Appropriate signs include: halo lit channel letters, exposed neon tubes, and indirect lighting onto wall mounted, store identification, or projecting sign. Neon tube signs are appropriate at second floor windows of commercial space, depicting store ID only. Internally lit cabinet signs and exposed fluorescent tubes are not appropriate in the district.

Illuminated Projection Sign

Sign composed of illuminated projection onto a surface. Appropriate surfaces include walls and sidewalks.

Projection source must not cause glare or impair vision on public way or cause nuisance in adjacent living areas. Projections should not interfere with district wide exterior lighting of buildings.

Letterform

Individual letters without backing board.

Marquee

Sign that spans more than one bay of a building and is located on a support that projects in front of the facade. Marquees typically have an area for changeable letters, and



Figure 1.4
Use three dimensional items to depict a store or restaurant. These types of signs are especially appropriate along St. Charles and Lucas streets.



Figure 1.5
Slate sandwich boards are a useful way of describing the days specials.



Figure 1.6
Use imaginative signs that focus upon an item or graphic. This blade sign is constructed from wood.

are illuminated. Neon, tivoi lights and individual illuminated letterforms are appropriate.

Moving Sign
See animated sign.

Multiple Tenant Identification
Sign which commonly identifies two or more tenants. These signs are not allowed in the District.

Objects
Three dimensional objects, symbols, or graphics evoking

the nature of the related retail or dining may be used for store identification. This is especially encouraged along St. Charles and Lucas streets.

Outdoor General Advertising
See billboard.

Park Identification
A sign identifying a public park, with name, hours of operation, and management company. Wall mounted signs should be at most four square feet in size, and constructed of painted metal or stainless steel.

Parking Lot Sign
District-wide sign is designed by the Washington Avenue Streetscape Design Project.

Pole Sign
A sign mounted on a single pole. Appropriate only for parking lots.

Portable Sandwich Boards
Sandwich boards shall be painted wood, or chalkboards made of slate. Sandwich boards shall be stored inside after hours.



Figure 1.7

Whimsical signs can be both fun and informative. This painted metal figure uses unusual lettering and shapes.



Figure 1.8

Awning and blade sign both use simple design for storefront identification. Note the blade sign is supported in an elegant way.



Figure 1.9

Individual letterforms as a rooftop sign.

Portable Message Boards

Signs which are mobile. Message boards are not appropriate in the District.

Projecting Sign

Sign attached at an angle to the facade. A projecting sign may have a backing, or be constructed of shapes, or have single letterforms. A projecting sign is located on a pier in the main area, between the commercial first (and second) floors and the cornices.

Roof Sign

Sign that is located on the roof of the building and projects above the roof line. Appropriate roof signs identify the major tenant of the building or the building name. Single letterforms, logos and graphic elements are appropriate. Signs with solid backing boards are inappropriate, unless located on a building of maximum 2-story height.

Store Identification

Letterform, logo, and/or graphic elements located at display window, awning.

Wall Mounted Sign

Attached on a wall or erected against a wall. A wall sign should not extend more than 6 inches, and be mounted parallel to the wall. Wall signs should not be placed on parapet, painted on the front facade of a building, or mounted so as to obscure architectural ornament. Wall signs shall be made of a scrim material with screen painting when overlapping an existing painted wall sign or constructed from screen painted canvas.

Wayfinding

Signs that direct through the district.

Window Sign

Sign applied, or attached to the display window. See store identification.



Figure 1.10

Canvas banners can be used for district wide events.



Figure 1.11

Canvas banners are an economical way to identify a store.

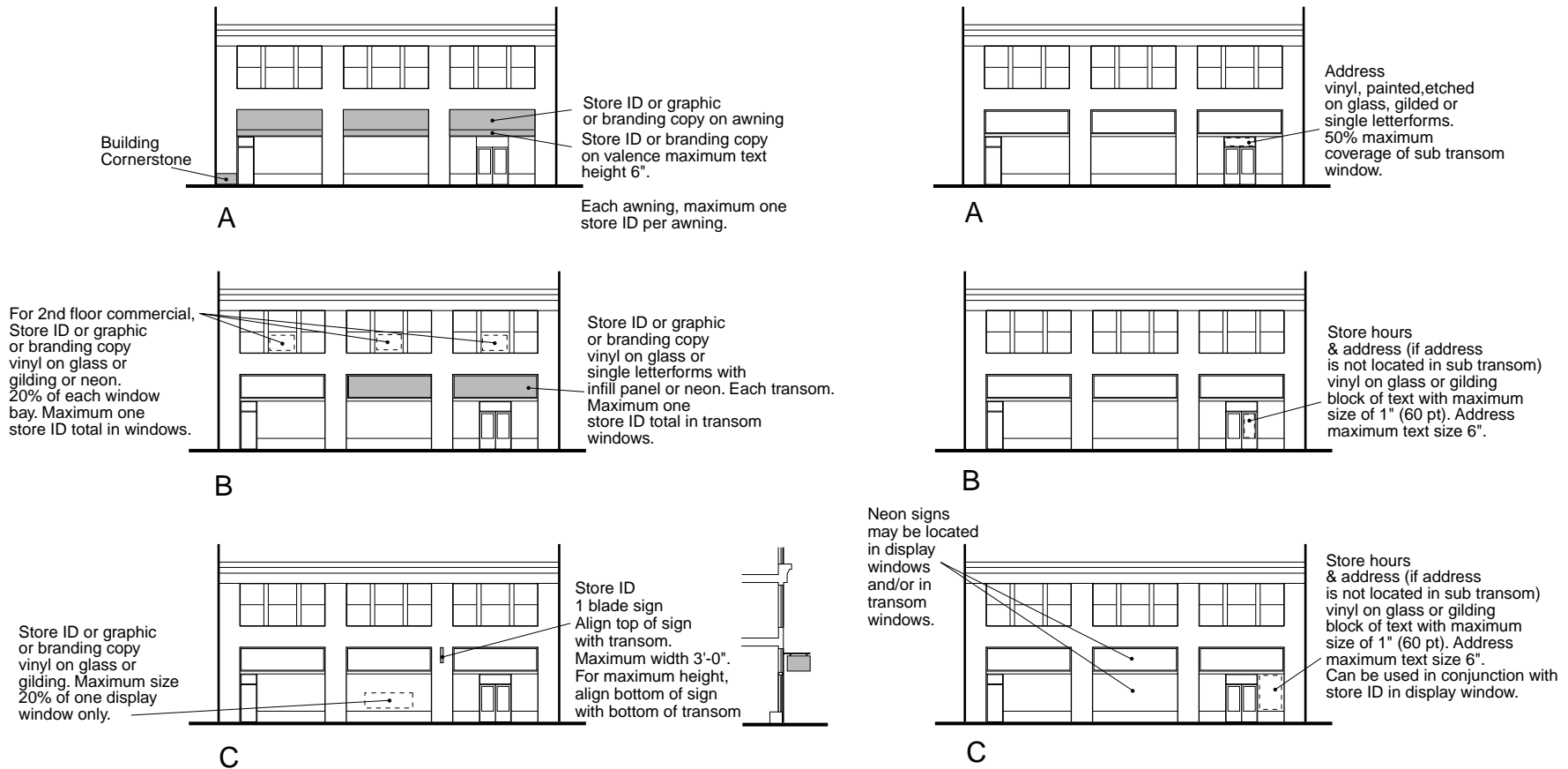


Figure 1.12

Layout of store identification, branding copy, hours and address

Store Identification, Branding Copy, Hours and Address

The diagrams above provide varied ways in which to identify a store, within the immediate area of the storefront. These diagrams have been developed to provide greater freedom of expression in storefront identification, while at the same time creating a simple, contemporary signing methodology. For store identification and branding copy

choose diagram A, B, or C. For hours and address choose one of the following: D and E; D and F; E or F.

Additional Sign Types

Cornerstones, neon signs, and second floor commercial store identification maybe located at any storefront, using the above diagrams for guidance on location.

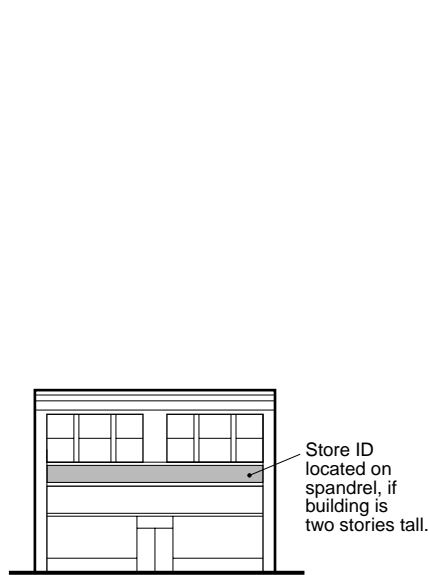


Figure 1.13

Store identification may be located in spandrel if no architectural ornament is obscured.

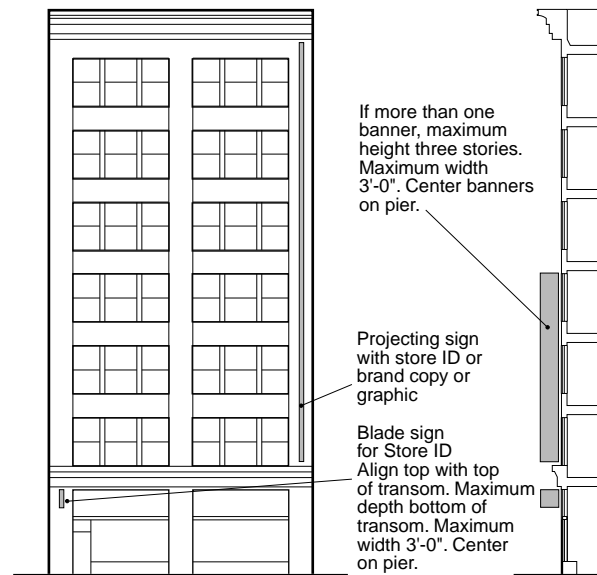


Figure 1.14

Projecting sign and blade sign location on facade. See store identification and branding copy diagrams for further information.

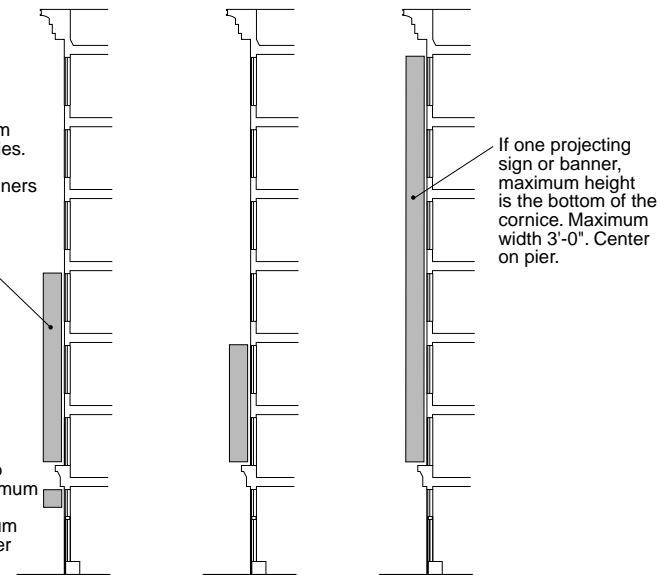


Figure 1.15

Sections showing projecting sign and blade sign size, height and location.

Signage layout for building facades

Sign layouts and allowable sign types for facades are based upon building size, number of stories, and number of bays. This differs significantly from typical sign design guidelines, which are based upon building frontage. These signage guidelines focus upon the proportions of the facade of the building, and placement of signs that enhance the specific architectural character of loft buildings.

Two story building

Store identification, branding copy, hours and address as shown in figure 1.12.

Neon in display windows and / or transom windows.

And up to one of the following:

- A) Roof Sign
- B) Marquee
- C) Awnings (in each retail bay, figure 1.12, choice A)
- D) Store Identification located in spandrel (figure 1.13)

Two bay building with more than two stories

Store identification, branding copy, hours and address as shown in figure 1.12.

Neon in display windows and / or transom windows.

And up to one of the following:

- A) Projecting Sign (corner projecting sign if corner building)
- B) Roof sign and / or banners.

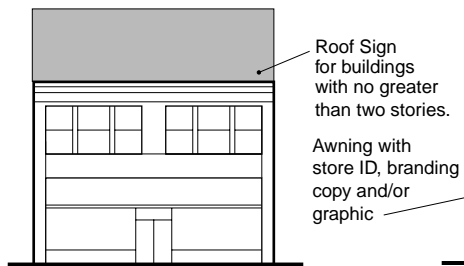


Figure 1.13

For building with no greater than two stories. Roof signs may have solid back board and a maximum height of one story.

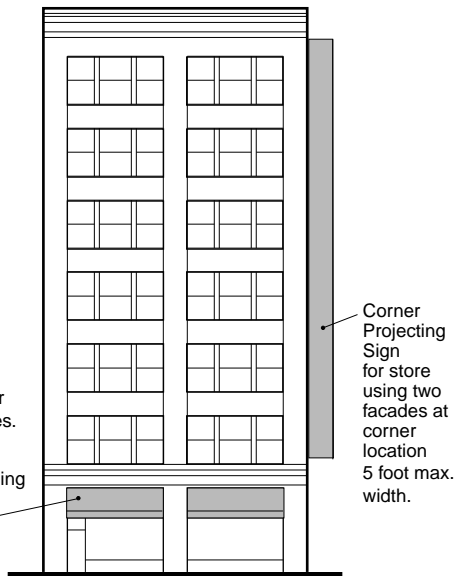


Figure 1.14

Align bottom of projecting sign with top of cornice line at first floor. Limit sign height to bottom of cornice. If projecting sign is not maximum height, align sign with top of windows at appropriate floor story. In lieu of corner projecting sign, projecting sign may be centered on any given pier.

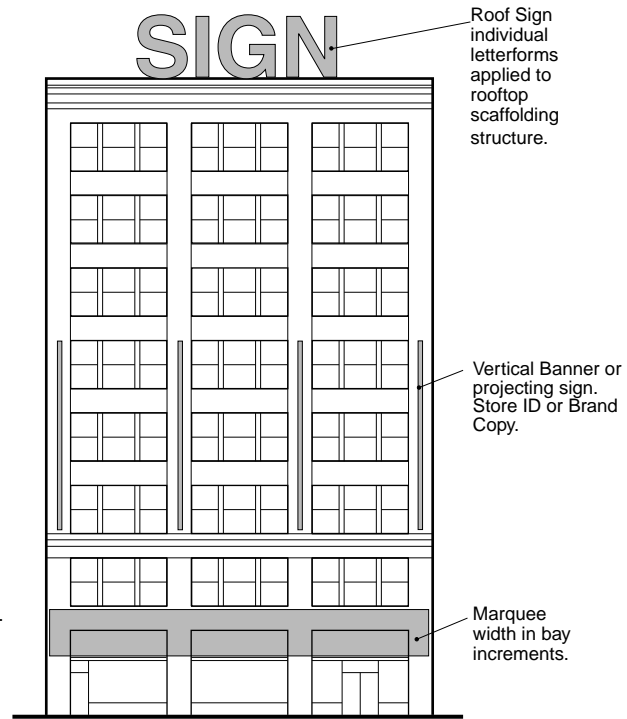


Figure 1.15

Bottom of marquee aligned with bottom of transom bar. Top of marquee aligned with bottom of windows above. Marquees are for tenants who occupy the first floor.

Three bay building with more than two stories
Store identification, branding copy, hours and address as shown in figure 1.12.

Neon in display windows and / or transom windows.

And up to one of the following:

- A) Marquee
- B) Awnings (in each retail bay, figure 1.12, choice A)

And up to one of the following:

- C) Projecting Sign (corner projecting sign if corner building)
- D) Roof sign and / or banners.

Art

Guideline: Bring art to the streets.

Art is highly encouraged in the district. Art can create transcendent beauty in the most surprising of places, giving meaning to areas long overlooked. Art gives value to the neighborhood, and makes familiar the most special and surprising of objects. Art opportunities exist throughout the district, on side facades, on storefronts, along loading docks, in parking lots and many other places.

Corporate Sponsorship

Art that has corporate sponsorship may not exhibit the name, icon or logo of the sponsor in a size greater than five percent of the entire surface of the art object or area.



Figure 1.1

Art can highlight an existing condition specific to the district.



Figure 1.2

Art can surprise the passerby



Figure 1.3

Art can juxtapose the mundane with the unique.

Board Up and Temporary Construction Partitions

Guideline: Create vibrant temporary construction partitions.

Artistic board ups and construction partitions are highly encouraged in the district. Large graphic images that are vibrant, clever, and exciting help the image of the district while it is in transition. Board up signage and construction partitions should be considered temporary and be removed after eighteen consecutive months.



Figure 1.1

Use well designed construction partitions to generate excitement for new tenants.

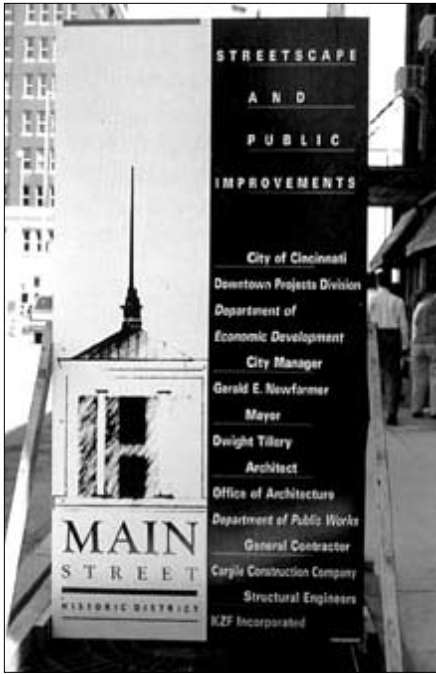


Figure 1.2

Construction signs can inform the public



Figure 1.3

When there is a tenant only in the first floor retail area, use innovative ideas to activate the building. In this case, cardboard silhouettes have been placed in each empty window



Figure 1.4

Large scale board up graphics are an excellent addition to the street.



Figure 1.5

Advertising film can be placed in windows to create large scale graphic images.



Figure 1.6

Banners are a tasteful way of identifying long term restoration.

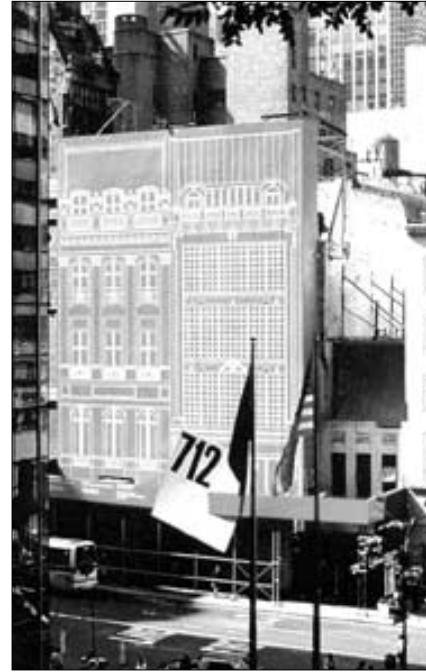


Figure 1.7

Fanciful images enliven these facades.

Sign Maintenance

Guideline: Keep new signs vibrant.
Respect historical painted wall signs.

Maintenance of Signage for Existing Stores and Restaurants

Signage for existing retail and restaurant venues must be maintained. Replace torn and faded canvas signs. All lights on an illuminated sign must be in working order. Fix faded or broken items on nonilluminated signs. A sign that has fallen into disrepair must be replaced or fixed within thirty days. If maintenance subsides, the sign will be considered abandoned. Sixty days after falling into disrepair the sign will be subject to removal by the city at full cost to the building owner.

Maintenance of Historic Wall Signs

Many walls in the district are painted with historical wall signs. Often referenced to as “ghost signs”, these signs are an asset to the neighborhood and a record of its history. Where possible these signs are to remain. Signs can be rehabilitated through painting, or left in their existing state. Translucent canvas signs can be mounted in front of the historic signs, creating a layering of signage that accentuates the every changing quality of the district.



Figure 1.1

Possible canvas wall sign.



Figure 1.2

Possible translucent or canvas wall signs.