

8.1 Introduction

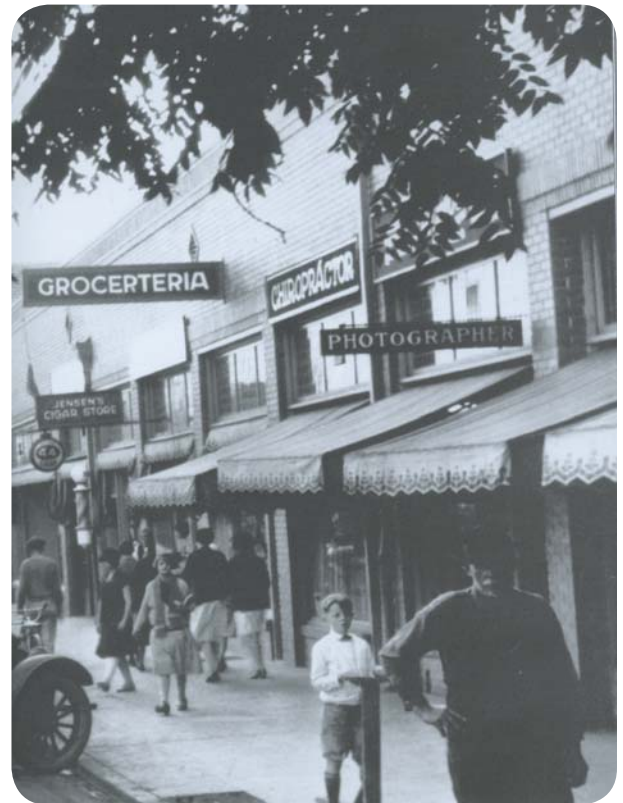
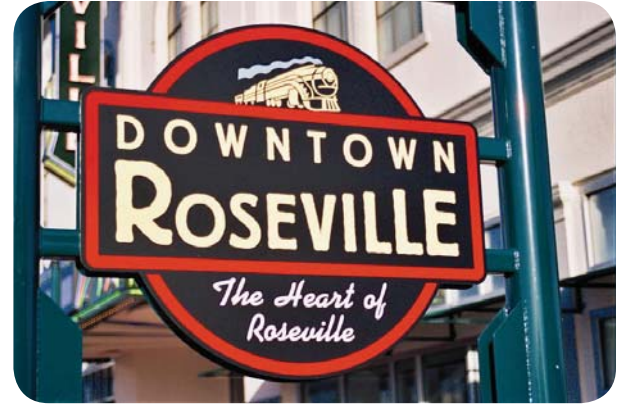
Downtown's existing architecture is conducive to mixed-use and a wide variety of multi-family housing products. It has a traditional street grid that will allow for access from alleys. Signage in Downtown that is comprised of high quality design elements can serve to unify Downtown and send a consistent and welcoming message.

Signs are an important design element that will improve the visual quality of the area and create the appropriate ambiance. Signs will go a long way in creating the dynamic entertainment environment in Old Town that will emulate the feel of Beale Street in Memphis, while projecting the proper tone for the Civic Uses in Downtown. A distinct signage typology will help establish and reinforce the Downtown's commitment to creating a Downtown that is distinctive.

8.1.1 Use of these Guidelines & Standards

Purpose: Signs throughout the Downtown should create a sense of place and a sense of history. In contrast to highway commercial areas, pedestrian-oriented commercial areas like the Old Town or Vernon Street areas were designed to accommodate shoppers and residents strolling along sidewalks, and motorists driving at slower speeds. Considerations (e.g., size, utility, location, lettering style, color, and illumination) are very important in designing an attractive, functional sign.

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Downtown. They are intended to supersede existing City sign ordinances. Signs not addressed in this chapter must comply with the regulations contained in Chapter 17 (Signs) of the City of Roseville Municipal Code.



Vernon Street in 1925



8.0 Signage

Applicability: These guidelines and standards will be used in the review of Sign Permit applications for individual signs or sign programs. Signs will be reviewed for their consistency with these guidelines. These guidelines establish design criteria for the creation of well-designed signs in Downtown and further clarify the City's expectations for well-designed, consistent signage that is pleasing in appearance, and promotes a high-quality environment.

Meaning of "should", "shall", "will", "encouraged" and "discouraged": Guidelines that embody the word "should" are intended to be applied as stated. However, an alternative measure may be considered if it meets or exceeds the intent of the guidelines.

Guidelines using the words "shall" or "will" are considered standards and must be included in the project's design.

Guidelines using the words "encouraged" or "discouraged" are desirable, but are not mandatory.

Use of illustrations and photos: The images used to illustrate the guidelines should be reviewed in reference to the specific guideline the image is associated with and not with all the guidelines within the document (i.e., an image used to illustrate an encouraged building material may also contain a site condition that is not encouraged). The intent is for the reader to focus on the portions of each graphic highlighted with the caption, callouts, and associated text. Additionally, though an image may only illustrate a portion of the guideline it is associated with, the intent of the entire guideline should be met. The illustrations and photographs depict examples or options for implementation of a recommended policy.

Organization: The design guidelines identify key elements of a comprehensive design policy, and serve as a framework for each individual project within the Downtown. Adherence to these guidelines will ensure that the Downtown signage will ultimately create the urban environment that the community desires, that mirrors the vision for Downtown, and the intentions of the City and community. The sign guidelines will be presented with the entire Downtown area in mind. However, it may become necessary to present a few guidelines that are district specific.

8.1.2 Goals

The following goals provide clarity of the design philosophy expressed throughout these sign guidelines. The intention of the sign guidelines is to promote a desired level of development quality in the Downtown that will:

- **Goal 1:** Contribute to implementing the goals, objectives, and policies provided in the General Plan and the Downtown Vernon Street and Historic Old Town Specific Plan;
- **Goal 2:** Stimulate investment and strengthen the economic vitality of the Downtown;
- **Goal 3:** Contribute to a positive physical image and identity of the City;
- **Goal 4:** Celebrate and build upon the inherent assets of each project area – Vernon Street and Old Town;
- **Goal 5:** Create unique identities for the two major specific plan sub areas – Vernon Street and Old Town;



8.0 Signage

- **Goal 6:** Protect Downtown residents from unsafe or unsightly conditions;
- **Goal 7:** Provide local business with an effective communication tool in the form of a variety of signage;
- **Goal 8:** Preserve and enhance the image, character, and history of Roseville's Downtown core and residential neighborhoods; and,
- **Goal 9:** Create a distinctly different set of development expectations for the Downtown that are entirely different from Roseville's greenfield areas.



Utilizing these goals for guidance, this chapter presents sign guidelines for projects in Downtown that will serve as the primary business, commercial, entertainment, and residential hub of Roseville. These guidelines promote a wide variety of sign types for the use by local businesses.

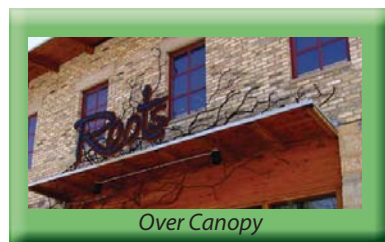
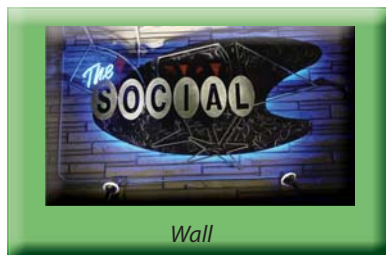
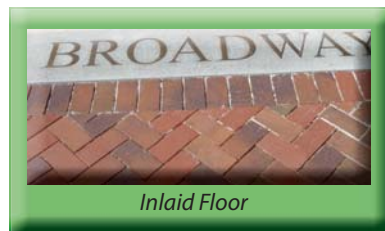


8.0 Signage

8.1.3 Allowed Signage and Maximum Area

There are multiple opportunities for signage for tenants and businesses within the Downtown. The provisions of this section will establish the individual permitted sign types (Primary or Secondary) and the area for the variety of sign types within the Downtown Specific Plan.

Signage types should be limited in order to develop a cohesive look and feel to the downtown. as such signs will be limited to the following:



8.0 Signage

These sign types are separated into two distinct categories; Primary Signs and Secondary Signage. The following provides the designation for these sign types:

Primary Signs (Requiring Permit)	Secondary Signs (Requiring Permit)
1. Awning signs (8.3)	1. Alleyway signs (8.11)
2. Monument signs (8.4)	2. Under canopy signs (8.12)
3. Projecting signs (8.5)	
4. Over canopy signs (8.6)	Secondary Signs (Exempt from Permit)
5. Wall signs/Ghost signs (8.7)	1. Window signs (8.13)
6. Programmable electronic signs (8.8)	2. Menu Boards (8.14)
7. Vertical Blade signs (8.9)	3. Sidewalk signs* (8.15)
8. Vertical marquee signs (8.10)	4. Back door signs (8.16)
	5. Inlaid vestibule floor signs (8.17)

The use of primary signs will be limited. Two primary sign types per tenant space in a multi-tenant or single tenant building are allowed (i.e. Wall sign in conjunction with an awning sign.). Multiple secondary signs are allowed per tenant (i.e. a single tenant could have window signs, sidewalk signs and a menu board sign). Additionally, the maximum number of primary signs can be utilized in conjunction with secondary signs (i.e. Wall sign, awning sign, window sign, sidewalk sign and menu board sign can be utilized by a single tenant).

*Do not require a sign permit, but may require a Zoning Clearance and Encroachment Permit per Chapter 7.

The maximum sign area relates to signs that are attached to the building (monument signs are not included). This calculation will be the sum of the total number of primary and secondary signs affixed to the building, requiring a sign permit. This will be based on the following:

Sign Component	(1) Multi Tenant Building	(2) Single Tenant Building/Storefront	(3) Stand Alone Single Tenant Building
(4) Maximum Sign Area calculation per tenant	200 sq. ft.	225 sq. ft.	250 sq. ft.

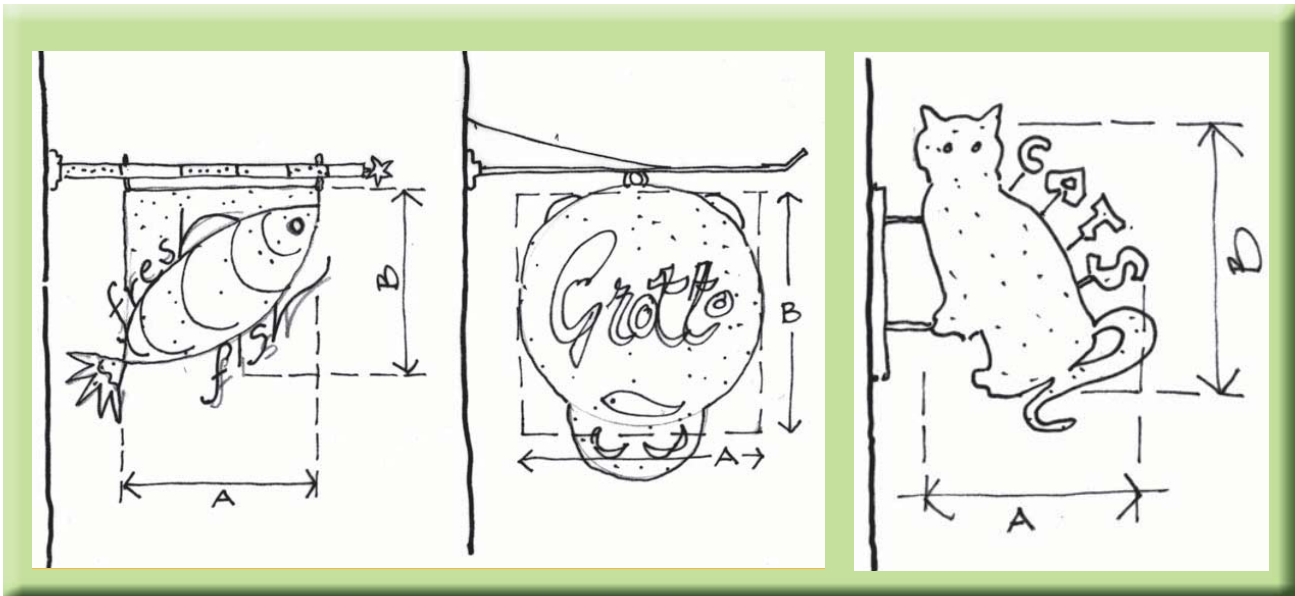
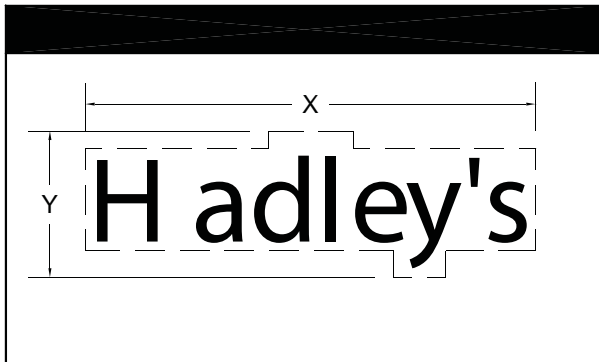
Notes:

- (1) Multi-tenant buildings are defined as buildings with two or more tenants on a legal parcel, each having a storefront adjacent to the public right-of-way or pedestrian zone.
- (2) Single tenant buildings are buildings that are integrated into the storefront along retail frontage streets and are single uses that occupy a single building on a legal parcel (s).
- (3) Stand alone single tenant buildings are over 20,000 square feet in area and are situated on a single legal parcel that is not integrated into the storefront adjacent to the public street.
- (4) The maximum sign area calculation includes the total square footage for all signage provided per tenant. This calculation would include the sum of all signs attached to the building requiring a sign permit (i.e. the sum of all projecting signs, awning signs, under canopy signs and wall signs).

8.0 Signage

8.1.4 Method of Measurement

Sign area calculations shown below are provided to indicate the allowable sign area calculation parameters.



Sign Area = $A \times B$





8.0 Signage

8.1.5 Prohibited Signage

All prohibited signs are as specified in Chapter 17, Signs of the Roseville Municipal Code, with the exception of sidewalk signs.

Additional prohibited signage in the Downtown Specific Plan include the following sign types.

- Internally illuminated box signs
- Vacuum-formed or injection molded plastic signs
- Signs with plain block generic lettering or employing luminous or day-glow paint
- Signs with exposed raceways
- Any temporary signs or advertisements with the exception of temporary banner signs
- Exposed neon, except for in the Historic Old Town, Vernon Street and Dry Creek Districts, as described herein
- Signs extending above the roof parapet
- Sheet plywood signs and other flat signs without three dimensional character
- Home Occupation signs

Flashing, Flying, Inflatable, Moving and Rooftop signs are prohibited throughout the Downtown Specific Plan. Internally illuminated box signs and signs with exposed raceways are also prohibited.



8.2 Basic Design Criteria

The following design criteria is intended to provide basic information regarding the City's expectations for signs within the Downtown.

8.2.1 General Guidelines

1. All signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area.
2. All signs should convey their message clearly and legibly, shall be vandal-resistant and weather resistant, and if illuminated, shall not be overly bright for their surroundings.
3. New signs proposed for existing buildings should provide a compatible appearance with the building signage of other tenants. When there are multiple signs on a single building, there should be an attempt to bring in a unifying element (such as size or material), even where no sign program exists.
4. Repetitious signage information on the same building frontage shall be avoided regardless of the sign area square footage allowed.



8.0 Signage



8.2.2 Sign Legibility

An effective sign should do more than attract attention; it should communicate its message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.

- **Use a brief message.** The use of a highly recognizable logo is a very effective vehicle to advertise a business. If words are used, words/letters should be kept to a minimum to ensure an effective sign message. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive. Each word shall be carefully evaluated and eliminated if it is unnecessary.
- **Avoid intricate typefaces.** Choose simple typefaces to communicate the message.
- **Letter spacing.** Avoid crowding letters, words, or lines.
- **Number of lettering styles.** Limit the number of lettering styles in order to increase legibility. No more than two lettering styles for small signs are recommended.
- **Sign shape.** Signs that are too narrow or oddly shaped shall be avoided as they make the signs harder to read and are confusing.
- **Sign placement.** Signs shall be easily read by opposing traffic and pedestrians.



8.2.3 Color

In general, relate sign colors to blend with the building and storefront colors. Select from color ranges that are analogous and complementary to them. Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of toned down colors in the same hue family may be required in place of brighter standard corporate colors. However, typical sign standards (including colors) will be relaxed in some areas of Old Town to encourage a livelier street scene.

- While no more than two primary colors should be used on a sign, a third color can be used for accent or shadow detail.
- Well designed neon signs will be allowed Downtown (Figure 8.2.1). Neon signs will be carefully reviewed by City Staff. Bright day-glo (florescent) colors are strongly discouraged. They are distracting and do not blend well with other background colors.

8.2.4 Contrast

The most aesthetically pleasing and effective signs are produced when light colored letters and images are placed on a dark, contrasting colored background, or vice versa.

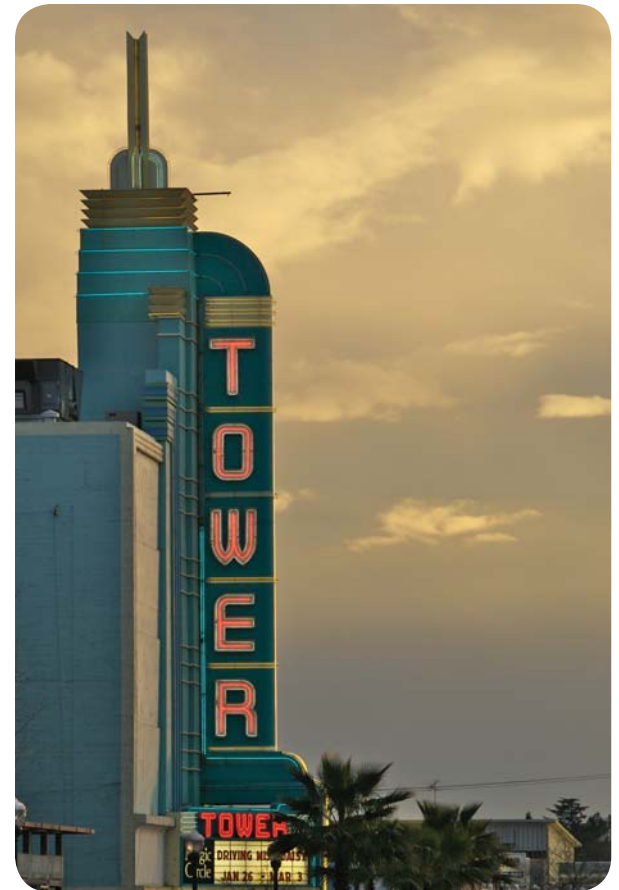


Figure 8.2.1



8.0 Signage



Figure 8.2.2 - Internal panel channel lighting



Figure 8.2.3 - Backlit (halo) lighting with 3 dimensional graphics

8.2.5 Illumination

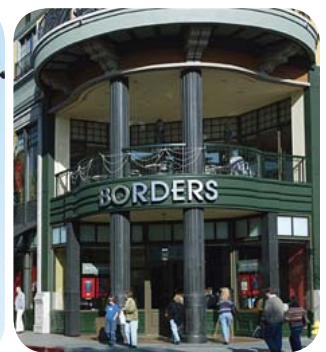
There are two methods of illuminating signs: internal with the light source inside the sign (Figure 8.2.2 - BlueLine Gallery Sign) and external with an outside light directed at the sign. Signs must be lighted with continuous light sources.

- Whenever indirect lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and the public right-of-way.
- The use of backlit (halo), individually cut reverse channel letter signs, or stenciled panels with three-dimensional push-through graphics are strongly encouraged. (Figure 8.2.3) High quality Pan channel lettering is allowed.
- The use of internally illuminated cabinet-type signs with translucent panels or panels with reflective surfaces, including but not limited to, acrylic fiberglass, plastic, or metal are not allowed.
- Select incandescent lights over florescent lights, whenever possible.
- Light for signs should be contained to the sign it serves. Careful consideration should be paid to ensure that light does not spillover onto the right-of-way, or into adjacent residential properties.
- Neon lighting is only permitted within the Vernon Street, Historic Old Town and Dry Creek Districts.



8.2.6 Materials

- Paper and cloth signs are appropriate for interior temporary use only.
- Sign materials should contribute to the legibility of the sign.
- Sign copy background should be opaque with a non-reflective non-glossy matte finish. Plastic and acrylic materials are not appropriate. Weathered metals and wood are encouraged.
- Sign materials should be durable.
- Use high quality materials; wood, metal, stone, neon or other high quality material that is appropriate to the building architecture and respects the historic nature of the district. Avoid shiny plastic or fabric.
- Material edges should be finished.



8.0 Signage

Primary Signs



8.3 Awning Signs

8.3.1 General Criteria

An awning sign is a sign on or attached to a canopy that is supported from the exterior wall of a building. Awning Signs are considered primary signs and shall count towards the maximum sign area calculation. Awning Signs are an effective way of providing signage, enhancing the architecture of buildings and providing a source of shade. All of these aspects support the ideal of providing a pedestrian environment within the Downtown. The following details, elements and articulation shall be encouraged when utilizing awning signs:

- **Place signs for easy visibility.** Apply signs to awning front valences (i.e., the flat vertical surface of awnings).
- **Limit the signage information on awnings.** Awning signs will often be viewed from passing vehicles, and the amount of information that can be effectively conveyed is limited. Keeping sign text short will allow viewers to better comprehend and remember the message. Limit awning signs to the business name, business logo, service or type of business, and/or the business address number. Limit the size of logos or text.
- **Prohibit interior illuminated awnings.** Backlit awnings that make the entire awning a large sign shall not be allowed. Awnings may be illuminated by shielded and attractive directional spotlights.



8.3.2 Awning Standards

1. Location:

- a. Copy may be located only on the fabric valance flap or vertical surface of an awning.
- b. Signs are restricted to one per valance front and are prohibited from sides or awning ends.
- c. An encroachment permit shall be obtained from Public Works for any awning that encroaches into the Public Right-of-Way.



2. Sign Height and Other Area:

Valances

- a. The maximum height of the awning valance flap is one (1) foot.
- b. The maximum area of the sign is 50% of the area of the valance front.

Vertical Surface

- a. The maximum area is 50% of the vertical surface
- b. Lettering may not exceed 66% of valance height.



3. Additional Standards:

- a. When initially installed, awnings shall be provided with removable valances to accommodate future changes in sign copy.

4. Permitted in the following Districts:

- a. Old Town Commercial
- b. Old Town Commercial (Extension)
- c. Washington Corridor
- d. Washington Corridor (Intensified)
- e. Vernon Street
- f. Dry Creek Mixed Use
- g. Douglas Corridor



Copy is not allowed on any area other than the fabric valance flap or vertical surface of an awning.



8.0 Signage



Figure 8.4.1 - Monument signs



Figure 8.4.2 - Decorative post sign

8.4 Monument Signs

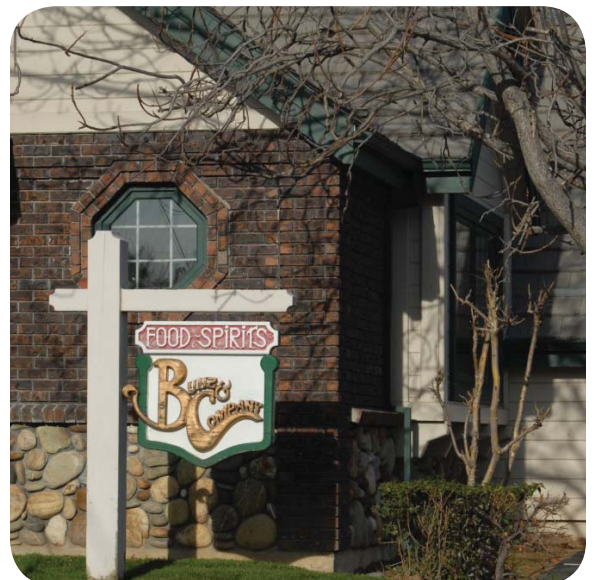
8.4.1 General Criteria

A monument sign is described as a freestanding sign that has a solid or decorative base (Figure 8.4.1– monument sign examples), unless in the Bungalow Districts. Monument signs are typically associated with properties that have the building set back from the right-of-way and support a landscape area in which the sign can be sited. In the Downtown Specific Plan Area the majority of buildings are being encouraged to maintain a minimum building setback. It is anticipated that the majority of monument signs will be for uses within the Bungalow, Washington and Douglas Boulevard corridor districts. Monument signs are considered primary signs and require a sign permit, but do not count towards the maximum sign area calculation. The following provides the general design criteria for monument signs within the Downtown:

- **Base for monument and multi-tenant signs.** Provide a solid architectural base that supports the sign and is comprised of authentic, natural materials (e.g., stone, brick, etc.). In the Bungalow Districts, a solid base is not required, but can be suspended via a decorative post. (Figure 8.4.2 - signage mounted to decorative post)
- **Sides and top.** Provide architectural elements on the sides and top to frame the sign panel. Use columns, pilasters, cornices, trellises, and similar details to provide design interest and frame the sign panel.
- **Materials and colors.** Incorporate materials and colors into the sign support structure to match or be compatible with materials and colors found on the primary building.



- **Proportion.** Signs shall be in proportion to the size of the area where they are located. In areas where the restricted sidewalk/landscape easement is narrow, smaller signs are appropriate.
- **Design elements.** Keep the various design elements of the sign (e.g., base, side supports, sign panel area, and roof-like features) in proportion with one another. For example, a massive stone base that supports a small or lightweight appearing sign panel would not be appropriately proportioned. Likewise, a large top element of heavy timbers over a sign with a minimal supporting base would appear disproportionate. Electrical transformer boxes, raceways, and conduits shall be concealed from view.
- **Sign architecture should mirror building architecture.** Predominant visual elements on both the sign and the building should be compatible.
- **Emphasize building entries.** Creative freestanding signage that identifies and accentuate building entries is encouraged.



8.0 Signage



8.4.2 Monument Sign Standards

1. Number:

- a. Every individual use may erect and maintain one (1) monument sign per parcel or lot, regardless of whether a use is conducted on more than one (1) contiguous parcel or whether more than one (1) use is conducted on a parcel or lot.

2. Location:

- a. No monument sign over three (3) feet high shall be erected or maintained in the clear vision triangle.
- b. Monument signs shall be located within ten (10) feet of the front of the property line.
- c. Monument signs shall be placed to relate to the structures on the site where they are located, and create continuity with points of interest.
- d. Monument signs shall be placed to indicate the location of access to a commercial business, and shall be placed at or near the main entrance.
- e. Monument signs in the public right-of-way shall not interfere with pedestrian movement or visibility along sidewalks. Signs shall not block motorist's visibility along the sidewalk or roadway, or sight lines at entry driveways and circulation aisles will not be blocked.

3. Sign Height and Area:

- a. Monument signs shall be no taller than eight (8) feet high and no larger than sixty-four (64) square feet in the Old Town Bungalow and Vernon Bungalow Districts. Sign area is limited to thirty-two (32) square feet, the remaining area will be for the base.



- b. Monument signs in the Washington Corridor, Washington Corridor (Intensified) and Douglas Corridor shall have a maximum height of fifteen feet (15) feet.
- c. The area of signs in the Washington Corridor, Washington Corridor (Intensified) and Douglas Corridor shall be one (1) square foot for each lineal foot of street frontage with a maximum area of one hundred and sixty (160) square feet. Sign area is limited to 100 square feet. An additional 60 square feet is for the sign base or other supporting mechanism. If a use fronts on more than one (1) street either, but not both, frontage may be used to determine the sign area. Freestanding signs must be placed on the frontage that is used to determine the area.



4. Additional Standards:

- a. A ground mounted pedestal monument sign shall include a supporting base composed of brick, stone veneer architecturally treated wood or other similar materials.
- b. Monument signs must be accented with landscaping equal to two (2) square feet for every one (1) square foot of sign face.
- c. External illumination or halo lighting is preferred, internally illuminated cabinet signs are prohibited.



5. Permitted in the following Districts:

- a. Old Town Bungalow
- b. Washington Corridor
- c. Washington Corridor (Intensified)
- d. Vernon Bungalow
- e. Douglas Corridor
- f. Old Town Commercial (Extension)



8.0 Signage



Figures 8.5.1 a-c Projecting Signs



8.5 Projecting Signs

8.5.1 General Criteria

Projecting signs are another effective signage option in a pedestrian environment (Figure 8.5.1 a-c). These signs project horizontally from the wall that they are affixed to. This provides interest and a high level of visibility to the pedestrian and vehicles that are driving by. Projecting signs are considered primary signs and shall count towards the maximum sign area calculation. The following provides the general design criteria for these signs:

- **Relate the design of the project signs and supports to the character of the building.** Simple round or square horizontal supports with capped ends, painted black or white, are generally acceptable. However, more decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building. Old Town signs will fit in this category.
- **Position projecting signs to complement the building's architectural details.** Locate solid panel signs below the first floor ceiling line, or no more than fourteen (14) feet above the sidewalk, whichever is less. Provide at least eight (8) feet from the bottom of projecting signs to the ground in pedestrian areas and fourteen (14) feet in areas with vehicular traffic. Projecting signs should be attached at a ninety (90) degree angle from the face of the building.



8.5.2 Projecting Sign Standards

1. Number:

- a. Use no more than one projecting sign per business frontage

2. Location:

- a. The minimum horizontal separation between signs on adjacent businesses shall be twenty-five (25) feet to promote maximum visibility.
- b. On single-storied buildings, the top of sign shall not be above the cornice or roof line.
- c. On multi-storied buildings, the signage shall be suspended between the bottom of the second story windowsill and the top of the doors or windows of the first story.
- d. The bottom of any sign shall maintain at least an eight (8) foot pedestrian clearance from the sidewalk level.
- e. Signs shall be hung at a 90 degree angle from the face of the host building.
- f. Signs shall be erected at least six (6) inches away from the wall for greatest visibility, but shall not project beyond a vertical plane set three (3) feet from facade.
- g. Signs that project over the public sidewalk will require an encroachment permit in accordance with Chapter 13.28 of the Municipal Code.

3. Sign Height and Area:

- a. The maximum height of the sign is four (4) feet and maximum width is four (4) feet.
- b. The maximum area per sign is sixteen (16) square feet.



8.0 Signage

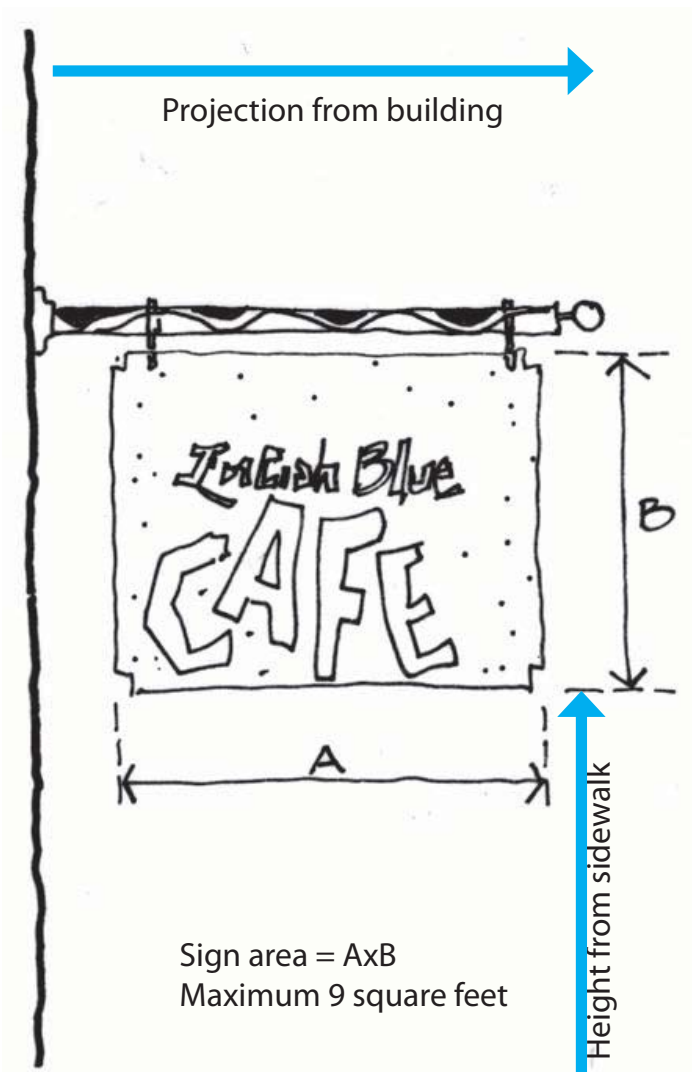


4. Additional Standards:

- a. Neon signs are only allowed in the Old Town Commercial, Vernon Street and Dry Creek Districts.

5. Permitted in the following Districts:

- a. Old Town Bungalow
- b. Old Town Commercial
- c. Old Town Commercial (Extension)
- d. Vernon Bungalow
- e. Vernon Street
- f. Dry Creek Mixed Use
- g. Creek View Residential



8.6 Over Canopy Signs

8.6.1. General Criteria

Over canopy signs are mounted to the top edge of the canopy or the building overhang (Figure 8.6.1). Over canopy signs are considered primary signs and shall count towards the maximum sign area calculation. The following provides the general design criteria for these signs:

- **Limit the number and size of canopy signs.** Use no more than one under or over canopy sign per business.
- **Use of both under canopy and over canopy signs for a single building.** The use of both under canopy signs and over canopy signs is permitted when implemented for a single building with multiple tenants. In this case, the over canopy sign should be utilized to identify the building as a whole or single entity and the under canopy signs shall be for the individual tenant or shop space within the building. An existing example of this is the “Minard Building” at the corner of Vernon and Grant Street. The over canopy sign shall be installed in-lieu of a wall sign.
- **Use of over canopy signs and wall signs for a single use or building.** The use of both over canopy signs and wall signage for a single building with multiple tenants is permitted. The over canopy signs shall be the signage for the individual tenants within the building and the wall sign shall act as the building identifier. No under canopy signage shall be allowed in conjunction with this signage.



Figures 8.6.1 -Over Canopy Signs

8.0 Signage

8.6.2 Over Canopy Sign Standards

1. Number:

- a. Use no more than one over canopy sign per business or tenant space frontage.

2. Location:

- a. The minimum horizontal separation between signs on adjacent businesses shall be twenty-five (25) feet to promote maximum visibility.
- b. Sign shall be affixed to the top edge of the canopy within at least six (6) to twelve (12) inches from the front edge of the canopy for greatest visibility.
- c. The sign shall be centered on the primary entrance to the individual business or tenant space.
- d. Signs that project over the public sidewalk will require an encroachment permit in accordance with Chapter 13.28 of the Municipal Code.

3. Sign Height and Area:

- a. The maximum height of the sign is twenty-four (24) inches and the maximum width is seventy (70) percent of the face of the business or tenant space frontage.
- b. The maximum area per sign is sixty (60) square feet.

4. Permitted in the following Districts:

- a. Washington Corridor
- b. Washington Corridor (Intensified)
- c. Old Town Commercial
- d. Old Town Commercial (Expanded)
- e. Vernon Street
- f. Dry Creek
- g. Creek View Residential
- h. Douglas Corridor



8.7 Wall Signs

8.7.1 General Criteria

As defined by Chapter 17.04 of the Municipal Code, a wall sign means a sign painted on, attached to or erected against the wall of a building/structure (Figure 8.7.1 – wall sign example). A “Ghost” sign also qualifies as a wall sign (Figure 8.7.2). Wall signs excludes other signage that may be affixed to the building, such as projecting, awning and under canopy signs. Wall signs are considered primary signs and the sign area shall count towards the maximum sign area calculation. The following provides the general design criteria for these signs:

- **Sign information.** Business name and logo are appropriate information on a wall sign. Extraneous information (i.e., address of business) should not be found on a wall sign.
- **Materials and colors.** Materials should project slightly from the face of the building. Individually applied letters to the face of the wall, or sign letters applied to a board or panel mounted on the face of the wall is allowed.
- **Sign illumination.** Externally illuminated signs with shielded spotlights are allowed for wall signs as long as the light is contained to the sign.
- **Design elements.** Sign copy and graphics (i.e., logos) applied to a panel or board may consist of individual letters and graphics comprised of wood, metal, or similar materials; individual letters and graphics carved into the surface of the wood panel, or letters and graphics applied directly onto the panel surface (i.e., painted). Electronic raceways and other conduits and connections shall be concealed from view.



Figure 8.7.1- Wall Signs



Figure 8.7.2 - Ghost Sign

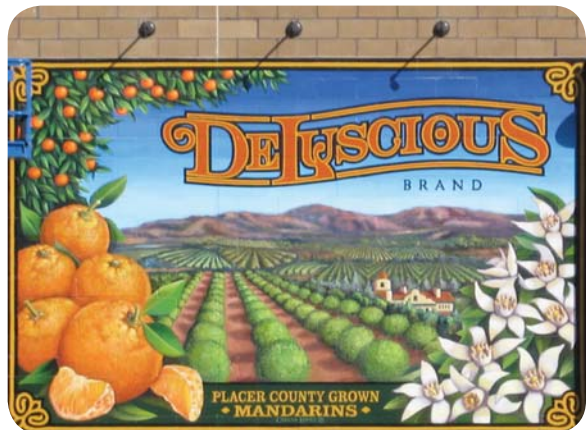


8.0 Signage

8.7.2 Wall Sign Standards

1. Location:

- a. Signs shall be placed in a manner consistent with proportion, scale and overall design of the host façade. New signage shall respect any current signage patterns established by neighboring businesses. Where sign alignment is not feasible, related similarities, such as locations above doorways or within window displays, shall be observed.
- b. Wall signs may be:
 - i. Attached flat against or pinned away from a building wall, but shall not extend or protrude more than one (1) foot from the wall.
 - ii. Attached to the façade of a building or on a sloping roof, but shall not extend above the upper edge of the façade or sloping roof; and,
- c. Wall signs shall be centered vertically on the spandrel, fascia or awning and shall not exceed more than 66% of the height of the fascia on which they are mounted.
- d. Wall signs to be placed only on elevations with public access.



2. Wall Sign Matrix:

Sign Component	(1) Multi Tenant Building	(2) Single Tenant Building/Storefront	(3) Stand Alone Single Tenant Building
Sign Letter Max Height	36"	42"	48"
Sign Logo Max Height	40"	46"	50"
Max. Sign Height, if letters are stacked	42"	50"	60"
Wall Sign Area	1.5 s.f./1 linear ft. of tenant facade not to exceed 20% of the building facade	2 s.f./1 linear ft. of tenant facade not to exceed 20% of the building facade	2 s.f./1 linear ft. of tenant facade not to exceed 20% of the building facade
(4) Maximum Number of wall signs	2	2	3
(5) Maximum Sign Area calculation per tenant	200 sq. ft.	200 sq. ft.	225 sq. ft.

Notes:

- (1) Multi-tenant buildings are defined as buildings with two or more tenants.
- (2) Single tenant buildings are buildings that are integrated into the storefront along retail frontage streets and are single uses that occupy a single building on a legal parcel(s).
- (3) Stand alone single tenant buildings are over 20,000 square feet in area and are situated on a single legal parcel that is not integrated into the storefront adjacent to the public street.
- (4) Wall signs are restricted to one per elevation with public access.
- (5) The maximum sign area calculation includes the total square footage for all signage attached to the building, provided per tenant. This calculation would include the sum of all signs requiring a sign permit (i.e. the sum of all projecting signs, awning signs, under canopy signs and wall signs).



8.0 Signage

3. Ghost Signs:

- a. Ghost signs are faded, painted signs, at least 50 years old, on an exterior building wall heralding an obsolete product, an outdated trademark or a clue to the history of the building's occupancy. Ghost signs were early billboards, often painted with durable, lead-based paint. These signs often reappear after a rainstorm, prompting the nickname "ghost signs", or following the demolition of a neighboring building.

4. Additional Standards:

- a. Neon signs are only allowed in the Old Town Commercial, Vernon Street and Dry Creek Districts.
- b. Ghost signs are only allowed in the Old Town Commercial and Old Town Commercial (Expansion) Districts
- c. Internally illuminated cabinet signs are prohibited. Illumination shall be halo lit or external lighting.
- d. Electronic raceways and other conduits and connections shall be concealed from view.

5. Permitted in the following Districts:

- a. Washington Corridor
- b. Washington Corridor (Intensified)
- c. Old Town Commercial
- d. Old Town Commercial (Extension)
- e. Vernon Street
- f. Dry Creek Mixed Use
- g. Douglas Corridor



8.8 Programmable Electronic Signs

8.8.1 General Criteria

Programmable Electronic (PE) signs are a changeable and illuminated wall sign made up of a field of individual electronic elements or mechanical grids that when programmed and activated, create still moving images, words or numbers. (Figure 8.8.1). Programmable electronic signs are considered primary signs and the sign area counts towards the maximum sign area calculation.

The following provides the general design criteria for these signs:

- Limit the number and size of programmable signs. These signs shall only be permitted in accordance with Title 17 of the City's Municipal Code. Furthermore, signs shall only be permitted at theatres with a seating capacity of 200 persons or more and hotels within the plan area.
- Orient programmable signs to pedestrian traffic. The intent of this sign is to provide the pedestrian with information related to the theatre activities. It is important that the programmable signs be clearly visible from the pedestrian realm. The content of the PE signs shall be limited to advertisement or notification of events occurring solely on the premise.

8.8.2 Programmable Electronic Sign Standards

1. Number:
 - a. In addition to the signs permitted within the Downtown Code, theatres may have one programmable electronic sign.
2. Location:
 - a. PE signs shall be located on the front building façade adjacent to a public street.
 - b. A PE sign may not extend over the street.
 - c. The bottom of the sign shall maintain at least an eight (8) foot pedestrian clearance from the sidewalk level.



Figure 8.12.1 The Magic Circle theatre sign is an example of a Programmable Electronic (PE) sign



8.0 Signage

- d. Sign display shall remain static and may not change more than once in one (1) twelve hour period.
 - e. Signs that project over the public sidewalk will require an encroachment permit in accordance with Chapter 13.28 of the Municipal Code.
 - f. PE signs shall be centered vertically on the building.
 - g. Signs shall be compatible with the architecture of the building and should not cover or interrupt major architectural features.
3. Sign Area:
- a. PE signs shall be included in the cumulative total of sign area as permitted by the Downtown Code.
4. Permitted in the following Districts:
- a. Old Town Commercial
 - b. Vernon Street



8.9 Vertical Blade Signs

8.9.1 General Criteria

- Vertical Blade signs are a double sided sign that is mounted perpendicular to the building façade and suspended on brackets or attached to the building. (Figure 8.9.1). Vertical blade signs are considered primary signs that require a sign permit and the sign area shall count towards the cumulative sign area calculation.
- **Logos:** The creative use of logos is encouraged in the overall design of the sign.
- **Design:** Businesses are encouraged to utilize a variety of colors and graphic elements along with type style to create a whimsical and energetic signing solution. Painted flat forms layered to give a 3 dimensional effect are encouraged. Open pan channel letters are also an encouraged lettering effect. Flat plastic can signage is prohibited.
- **Lighting:** Cabinet signage with individually lighted letters (neon is permitted) is strongly encouraged. External lighting when appropriately integrated into the building design is also allowed.

8.9.2 Vertical Blade Sign Standards

1. Number:
 - a. Use no more than one vertical blade sign per business frontage.
2. Location:
 - a. The minimum horizontal separation between signs on adjacent businesses shall be twenty-five (25) feet to promote maximum visibility.



- b. The bottom of the sign shall maintain at least an eight (8) foot pedestrian clearance from the sidewalk level.
 - c. Sign shall be mounted at a ninety (90) degree angle from the face of host building.
 - c. Blade signs cannot extend above the roofline of the building and shall not conflict with any architectural feature of the building. Signs should be placed in consideration of visibility from the pedestrian environment above the first floor.
 - d. Signs to project a maximum of 3 ½ feet from the face of the building, including the bracket.
 - e. Signs that project over the public sidewalk will require an encroachment permit in accordance with Chapter 13.28 of the Municipal Code.
3. Sign Length and Area:
 - a. The maximum length of the sign is eight (8) feet.
 - b. The maximum area per sign is twenty-eight (28) square feet.
 4. Permitted in the following Districts:
 - a. Washington Corridor
 - b. Washington Corridor (Intensified)
 - c. Old Town Commercial
 - d. Old Town Commercial (Extension)
 - e. Vernon Street
 - f. Dry Creek Mixed Use
 - g. Douglas Corridor

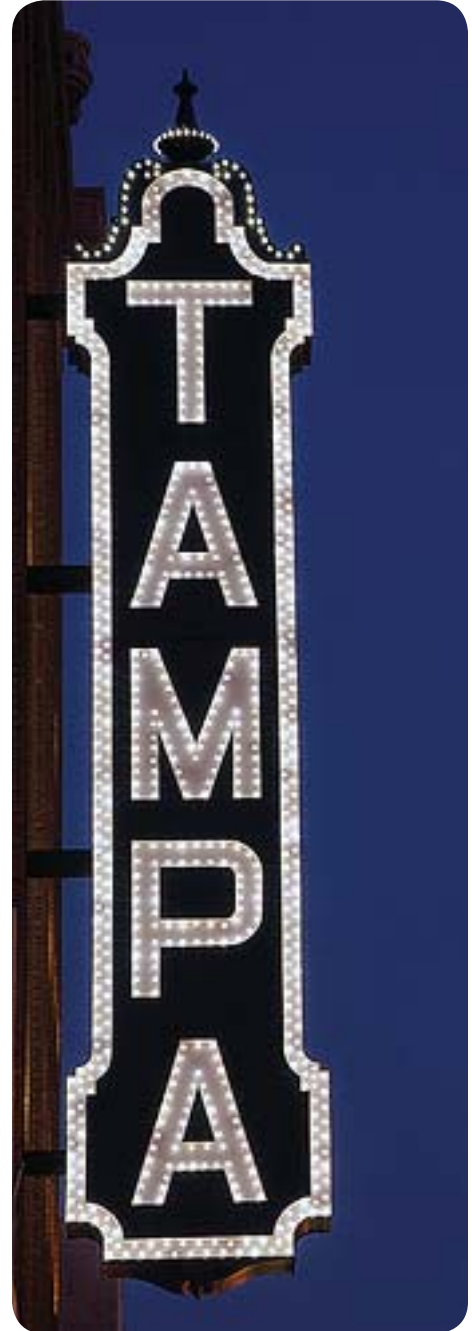


Figure 8.9.1 - Double-sided vertical blade sign





Figure 8.10.1

8.10 Vertical Marquee Signs

8.10.1 General Criteria

- A Vertical Marquee sign is a double sided sign cabinet sign that is mounted perpendicular to the building façade and suspended on brackets attached to the building (Figure 8.10.1). Vertical marquee signs are considered primary signs and the total sign area shall count towards the maximum sign area calculation.
- Design: Businesses are encouraged to utilize a variety of colors and graphic elements along with typestyle to create a whimsical and energetic signing solution. Painted flat forms layered to give a 3 dimensional effect are encouraged. Open pan channel letters are also an encouraged lettering effect. Flat plastic can signage is prohibited.
- Lighting: Cabinet signage with individually lighted letters (neon is permitted) is strongly encouraged. External lighting when appropriately integrated into the building design is also allowed.

8.10.2 Vertical Marquee Sign Standards

1. Number:
 - a. Marquee signs are restricted to buildings that house theatres, cinemas, performing arts facilities, parking structures or are a larger single use (20,000 square feet or greater).
2. Location:
 - a. The minimum horizontal separation between signs on adjacent businesses shall be one hundred and fifty (150) feet to promote maximum visibility.



- b. The bottom of the sign shall maintain at least an eight (8) foot pedestrian clearance from the sidewalk level.
 - c. Sign shall be hung at a ninety (90) degree angle from the face of host building.
 - d. Blade signs cannot extend above the roofline of the building and shall not conflict with any architectural feature of the building. Signs should be placed in consideration of visibility from the pedestrian environment, above the first floor.
 - e. Signs to project a maximum of five (5) feet from the face of the building, including the bracket.
 - f. Signs that project over the public sidewalk will require an encroachment permit in accordance with Chapter 13.28 of the Municipal Code.
3. Sign Height and Area:
 - a. The maximum length of the sign is twenty-five (25) feet.
 - b. The maximum area per sign is one hundred and twenty-five (125) square feet.
 4. Permitted in the following Districts:
 - a. Washington Corridor
 - b. Washington Corridor (Intensified)
 - c. Old Town Commercial
 - d. Old Town Commercial (Extension)
 - e. Vernon Street



The Magic Circle Theater has both an electronic programmable sign and a vertical marquee sign



Secondary Signs



8.11 Alleyway Signs

8.11.1 General Criteria

Individual uses within the Vernon Street District or the Old Town Commercial District that are adjacent to an alley may erect and maintain a maximum of one (1) sign on the elevation fronting the alley. Alleyway signs are considered secondary signs where a permit is required and, therefore the sign area counts towards the maximum sign area calculation. Types of signs permitted in this location include either projecting, under canopy, awning or wall signs, subject to the criteria included below in this document.

- **Graphics should be simple and clear.** Preferably, the graphics should be compatible with the period in which the building was built. Simple contemporary styles may also be appropriate as well as period revival styles of text. Traditional symbolic, three-dimensional signs (such as a barber pole) are encouraged.
- **Compatibility with architecture.** Signs shall be compatible with the architecture of the building and should not cover or interrupt major architectural features, including such features as doors, windows, tile embellishments and reveal lines.
- **Type.** There are several sign types available off of the alleys. These consist of projecting, awning and wall signs. Since the alleyway does not act as the primary entrance to the use or business the standards for this type of signage in this location has been modified.



8.11.2 Alleyway Sign Standards

1. Projecting Signs

a. Location Criteria

- i. If there are multiple projecting signs on the same property or on adjacent properties, then the projecting signs shall be separated by a minimum of ten feet (10 ft.);
- ii. A projecting sign may not extend over the public right-of-way or above the roof line;
- iii. A projecting sign may extend out from the building a maximum of six feet; and
- iv. A projecting sign shall have a minimum vertical clearance of eight feet from the pavement to the bottom of the sign.

b. Size Criteria

- i. A projecting sign may have a maximum area of six square feet (6 sq. ft.); and
- ii. The area of a projecting sign shall be included in calculating the maximum area for all signs.

2. Awning Signs

- a. Design guidelines and standards per section 8.3 of the **Downtown Code**.

3. Wall Signs

a. Location Criteria

- i. Wall signs for alley facing signs shall be located within the tenant space façade or building façade, and centered vertically on the spandrel or fascia; and
- ii. Wall signs may be:
 1. Attached flat against or pinned away from a building wall, but shall not extend or protrude more than one foot (1 ft.) from the wall; and
 2. Attached to the façade of a building or on a sloping roof, but shall not extend above the upper edge of the façade or the sloping roof.

b. Size Criteria

- i. The letter height of alley facing wall signs shall not exceed eighteen inches (18");
- ii. The length of wall signs shall not exceed seventy percent (70%) of the length of the tenant space façade or building façade;
- iii. Signs placed between window spandrels, on fascias, on sloping roofs, or on awnings shall not exceed two thirds (2/3) of the height of the area to which the sign is attached;
- iv. Stacked copy and logos may be permitted; and
- v. The overall sign area shall not exceed 10 square feet (10 s.f.).



8.0 Signage



4. Additional Standards:

- a. Sign lighting should be subdued and indirect, and may not create excessive glare. Halo and external illumination is encouraged.
- b. Signs facing residences shall be either halo-illuminated with white lighting only, or non-illuminated.
- c. Plastic or internally illuminated signs are prohibited.
- d. Exposed means of sign attachment, junction boxes, transformers, lamps, tubing, conduit, raceways or neon crossovers of any type are discouraged unless integral to the sign design or if the building façade makes concealment infeasible. If exposed, then concealment methods shall be incorporated to the extent possible that match the adjacent building surface and color to the satisfaction of the Planning Director.

5. Permitted in the following Districts:

- a. Washington Corridor
- b. Washington Corridor (Intensified)
- c. Old Town Commercial
- d. Old Town Commercial (Extension)
- e. Vernon Street
- f. Douglas Corridor



8.12 Under Canopy Signs

8.12.1. General Criteria

Under canopy signs are signs that hang below a canopy, awning or building overhang (Figure 8.12.1 a-b). Under canopy signs are secondary signs requiring a sign permit. Therefore, the sign area shall count towards the maximum sign area calculation. The following provides the general design criteria for these signs:

- **Suspend under canopy signs with metal rods, small scale chain, cable, or hooks.**
- **Limit the number and size of signs.** Use no more than one hanging under or over canopy sign per business.
- **Orient under canopy signs to pedestrian traffic.** Mount signs under awnings, bay windows or other projections with their orientation perpendicular to the building face so that they will be visible to pedestrians passing on the sidewalk. If multiple hanging signs are placed along a business frontage, they should be mounted with their bottom edge the same distance above the sidewalk, and should be of similar size and shape.
- **Use of both under canopy and over canopy signs for a single building.** The use of both under canopy signs and over canopy signs is permitted when implemented for a single building with multiple tenants. In this case, the over canopy sign should be utilized to identify the building as a whole or single entity and the under canopy signs shall be for the individual tenant or shop space within the building. An existing example of this is the “Minard Building” at the corner of Vernon and Grant Street. The over canopy sign shall be installed in-lieu of a wall sign.
- **Use of canopy signs and wall signs for a single use or building.** No under canopy signage shall be allowed if both over canopy and wall signage is used.

8.12.2 Under Canopy Sign Standards

5. Number:

- a. Use no more than one under canopy sign per business or tenant space frontage.

6. Location:

- a. The minimum horizontal separation between signs on adjacent businesses shall be twenty-five (25) feet to promote maximum visibility.
- b. The bottom of the sign shall maintain at least an eight (8) foot pedestrian clearance from the sidewalk level.
- c. Sign shall be hung at a 90 degree angle from the face of host building.



8.0 Signage



- d. Sign shall be affixed to the ceiling of the canopy at least six (6) inches away from the ceiling for greatest visibility.
- e. Signs that project over the public sidewalk will require an encroachment permit in accordance with Chapter 13.28 of the Municipal Code.

7. Sign Height and Area:

- a. The maximum height of the sign is eighteen (18) inches and the maximum width is forty-eight (48) inches.
- b. The maximum area per sign is six (6) square feet.

8. Permitted in the following Districts:

- a. Creek View Residential
- b. Douglas Corridor
- c. Dry Creek
- d. Old Town Commercial
- e. Old Town Commercial (Expanded)
- f. Washington Corridor
- g. Washington Corridor (Intensified)
- h. Vernon Street



Figures 8.12.1 - Under Canopy Signs



8.13 Window Signs

8.13.1 General Criteria

Window signs are another effective signage option in a pedestrian environment. Window signs are defined in Chapter 17.04 of the Municipal Code as any sign placed on the interior of a window or painted on a window such that it can be read from the outside of the building. Window signs are considered secondary signs; a permit is not required, nor do they count towards the total sign area calculation. However, window signs shall comply with the guidelines herein.

The following provides the general design criteria for these signs:

- Consider the use of logos and creative sign type. Graphic logos and images along with special text formats can add personality and interest to window signs.
- Use high quality materials and application methods. Limit window sign materials to: paint or vinyl film applied to the inside face of the window, and wood or metal panels with applied lettering.
- Prohibited materials. Paper signs placed in windows are not allowed.

8.13.2 Window Sign Standards

1. Location:

- a. Signs shall be comprised primarily of individual letters (white and gold-leaf paint are recommended) placed upon interior surface of the window for viewing from outside.
- b. All window signs above the ground floor shall be prohibited.



8.0 Signage



2. Sign Height and Area:

- a. The maximum height of letters should be ten (10) inches. Exceptions may be granted at the discretion of the Planning Director, when the business is not utilizing any form of primary signs. In such case, the maximum sign area will be thirty-two (32) square feet.
- b. Permanent or temporary signs shall not cover more than 20% of the area of each window.

3. Additional Standards:

- a. Neon window signs are prohibited in all districts except the Old Town Commercial, Vernon Street and Dry Creek Districts.
- b. Window signs are exempt from obtaining a sign permit.

4. Permitted in the following Districts:

- a. Washington Corridor
- b. Washington Corridor (Intensified)
- c. Old Town Commercial
- d. Old Town Commercial (Extension)
- e. Vernon Street
- f. Dry Creek
- g. Douglas Corridor



8.14 Menu Board Signs

8.14.1 General Criteria

An effective sign for a restaurant use is a menu board. Menu boards are typically located within the window area or integrated into the front façade of the building, and provide an opportunity for pedestrians to preview the menu or daily specials. Menu board signs are considered secondary signs where no permit is required, nor do they count towards the maximum sign area calculation. However, menu signs shall comply with the guidelines herein. The following provides the general design criteria for these signs:

- **Consider the use of logos and creative sign type.** Graphic logos and images along with special text formats can add personality and interest to menu board signs.

8.14.2 Menu Board Standards

1. Number:

- Every restaurant or food service business is entitled to one menu board.

2. Location:

- Menu boards shall be mounted directly next to the main customer entrance doors.

3. Sign Area:

- Maximum of four (4) square feet. Area is not calculated in total maximum sign area calculation.

4. Additional Standards:

- Menus are to be enclosed in a weather proof metal or wood enclosure.
- Menus can be illuminated by a concealed light source integrated into the design of the enclosure.
- Back-lit menu boards are prohibited.

5. Permitted in the following Districts:

- Washington Corridor
- Washington Corridor (Intensified)
- Old Town Commercial
- Old Town Commercial (Extension)
- Vernon Street
- Dry Creek Mixed Use
- Douglas Corridor



8.0 Signage

8.15 Sidewalk Signs

8.15.1 General Criteria

The City has recognized that there maybe a need for individual businesses to have more of a street presence. In order to assist these businesses the City has formalized a standard sidewalk sign. The intent of this sign is to make certain businesses (restaurants and retail) more visible from a pedestrian level. This sign is a standard format and is represented in the design in Figure 8.15.1. Sidewalk signs are considered secondary signs where a sign permit is not required. Additional permits are required as described in Chapter 7.



Figure 8.15.1

8.15.2 Sidewalk Sign Standards

Sidewalk signs are considered to be a pedestrian zone improvement. The overall standards and provisions for this sign are in Chapter 7, section 7.8.1 of this code.

1. Permitted in the following Districts:

- Old Town Commercial
- Vernon Street
- Dry Creek Mixed Use



8.16 Back Door Signs

8.16.1 General Criteria

The intent of back door signs is to provide delivery service or customer entrance to the building from rear parking areas or alleyways. Back door signs are considered secondary signs that are exempt from a sign permit requirement and do not count towards the cumulative sign area calculation. Back door signs shall comply with the following general design criteria for these signs:

- Use in-lieu of alleyway signage. The intent of these signs is to provide individual tenant notification without the use of an alleyway sign type as described in the Downtown Code. It is a more understated application providing an additional opportunity for businesses to provide a directional sign to their location.

8.16.2 Back Door Sign Standards

1. Location:

- a. Mounted to access door or immediate adjacent wall.

2. Area:

- a. Maximum of 1 square foot.

3. Additional Standards:

- a. Use of aluminum or other highly durable materials are encouraged.
- b. Sign to be restricted to business name and/or logo.
- c. Window signs are exempt from obtaining a sign permit.

4. Permitted in the following Districts:

- a. Washington Corridor
- b. Washington Corridor (Intensified)
- c. Old Town Bungalow
- d. Old Town Commercial
- e. Old Town Commercial (Extension)
- f. Vernon Street
- g. Vernon Bungalow
- h. Dry Creek Mixed Use
- i. Douglas Corridor



8.0 Signage

8.17 Inlaid Vestibule Floor Signs

8.17.1 General Criteria

An inlaid vestibule floor sign can consist of a pattern, medallion, individual letters, or sign recessed into the floor, located at the entry of the store, and outside of the public right-of-way. The intent of inlaid vestibule floor signs is to provide an alternative sign type that is attractive to the pedestrian. It also promotes some of the historical aspects of the plan area, as some of the older buildings maintain this type of signage.

The following provides the general design criteria for these signs:

- **Materials and Application:** The sign must be fabricated out of durable, non slip materials. Installation and application of the sign must be integrated into the floor surface and flush mounted into the floor.

8.17.2 Inlaid Vestibule Floor Sign Standards

1. Location:

- a. Mounted in floor directly in-front of entry doorway.

2. Area:

- a. Does not count against overall sign square footage.

3. Additional Standards:

- a. Inlaid vestibule floor signs are exempt from obtaining a sign permit and do not count towards the overall sign square footage.

4. Permitted in the following Districts:

- a. Washington Corridor
- b. Washington Corridor (Intensified)
- c. Old Town Commercial
- d. Old Town Commercial (Extension)
- e. Vernon Street
- f. Dry Creek Mixed Use
- g. Douglas Corridor



Appropriate versus Inappropriate Sign Types for the Downtown Specific Plan

THIS

NOT THIS



Copy on awnings is limited to the front flap only



Electronic raceways and other conduits must be concealed from view



Internally illuminated cabinet signs are prohibited. Illumination must be halo lit or external lighting



A-frame signs are allowed in the Downtown Specific Plan area with as specifically approved Sidewalk Sign design. This sign type is permitted in the Dry Creek, Old Town Commercial, Old Town Commercial (Extension) and Vernon Street districts.



Neon signs are prohibited in all districts except the Old Town Commercial, Vernon Street and Dry Creek Districts

Flashing, Flying, Inflatable, Moving and Rooftop signs are prohibited throughout the Downtown Specific Plan

