

Route One Design Guidelines

SIGNAGE

Proposed Amendments – Introduction April 12, 2017

Sign Design, General

New or rehabilitated structures along Route One should be marked with attractive, legible signs that reflect the needs of the individual ~~store or office~~ use and complement the architecture and site detailing.

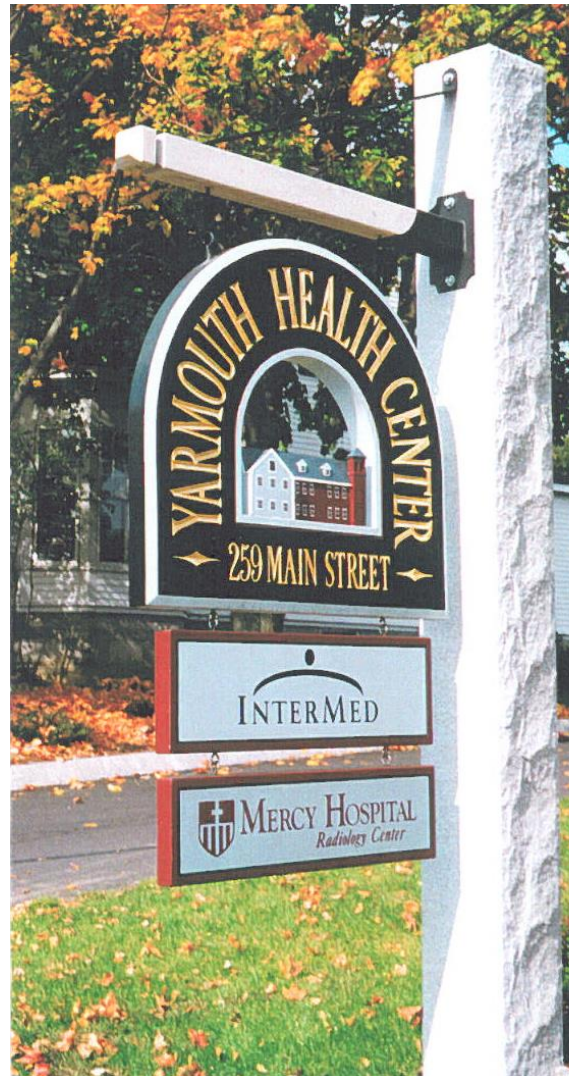
GUIDELINES

- Designers. The Signage Plan required as part of Site Plan Review should be developed by design professionals with should be marked with attractive, legible signs experience in commercial signage.
- Compatibility. The Signage Plan should illustrate how each sign will be compatible in terms of color, forms, materials, lighting, and other design elements.
- Shapes. Simple geometric shapes are recommended for all signage.
- Design. The shape of the sign should reflect architectural features on nearby or attached buildings.
- Colors. Signs should be limited to two or three contrasting colors that are complementary to the colors on the building.
- Materials. The materials used for signs should have a matte or dull finishes. Gloss finishes should be discouraged.
- Carved wooden signs are encouraged.
- Lettering Size. The size of the lettering for identification signs along Route One should allow the sign to be read at a travel speed of 35 MPH. As a general rule, the minimum size lettering should be six inches in height.
- Trim. Flat signs should have a trimmed edge or frame, detailed to match the building, to improve the finished appearance of the sign.
- Directional Signage. Driveway directional signage is discouraged, unless necessary due to the complexity of traffic flow.



Directory of health care providers, in a distinctive format.

Entrance sign, following a common graphic format throughout the property.



Sign Design



Ornate identification sign designed as an extension of the architecture.

A simple sign with a bit of flair. Framing adds a shadow line for emphasis.





Logo and business name are well coordinated. Three bits of information conveys all the information needed.

~~Consumers do not need supplemental signs for photo, food, pharmacy, etc. in addition to the primary business sign.—Strike photo~~



Sign Design



A delightful sign that expressed the type of activity found on the property. Signage is coordinated with fence detail.



Large lettering can easily overwhelm the facade.

Sign Content

~~Signs should be kept simple and direct in message and content.~~

- GUIDELINES

Information. In order to deliver a clear, easily readable message, a single sign panel should be used with a minimum of informational content. ~~Repetitious signage information on the same building facade should be avoided, regardless of the sign area allowed.~~

~~Content. The maximum content for any sign should be either 30 letters or 7 bits of information. A bit can be a syllable or a symbol.~~

~~Advertising. The use of signs to advertise 'sponsors' should be prohibited.~~

Readerboards. The use of reader boards is ~~discouraged.~~ Prohibited.



~~Simple sign with six bits of information. It is questionable if the name of the location is really necessary. Strike photo~~

Sign Content



Over two dozen bits of information is contained in this overly complex sign. Identification signs should strictly limit the narrative content.



The excess, redundant signage detracts from the traditional image that is being projected

Façade Mounted Signs

Signs shall be mounted positions that complement the architecture

Guidelines

- Location. Sign should be incorporated into the façade of the proposed building and should not obscure architectural details. Signage should be mounted on vertical surfaces without projecting above the fascia trim. In general, signs should be a minimum of 18” from the edge of a vertical wall.
- Hardware. Signage should be mounted with concealed hardware.



Wrap around sign band conveys an informal, contemporary feel, and is an important counterpart to the architecture of this remodeled shopping center



Wrap-around band and primary colors of the graphics convey a playful feel in contrast to the utilitarian concrete block structure.

Facade Mounted Signs



Signs should be mounted in locations that do not interfere with architectural detailing.



Highly reflective glossy materials used for lettering is inconsistent with other building surfaces.

Multi-Tenant Signage

~~Commercial properties with more than one tenant should be allowed to have one project identification sign at the main entrance(s).~~

GUIDELINES

- Compatibility. The design of multi-tenant signage should reflect the detailing established for the principle buildings.
- ~~Hierarchy. Multi tenant signage should have an apparent hierarchy: i.e., Route One address and name of building/development, primary tenant, other tenants.~~
- ~~Advertising. Signage advertising products, goods, or services other than the name of the tenant should be prohibited.~~
- Visibility. For maximum visibility, upper and lower case lettering is recommended for tenant identification.



~~Multi tenant signs are of questionable value if the motorist cannot read them. Stone wall, landscaping, and signage considered as part of the entrance treatment.~~

Multi-Tenant Signage



Signage consistent with architectural detailing. Tenant signs are coordinated by background color.



Disparate styles and colors detract from the sign's legibility.

Multi-Tenant Signage

While the project sign repeats design elements found on many of the buildings in the development, it has too many typefaces and too many materials. The readerboard listing movies can distract the driver's attention.



An appropriate project identification sign, scaled to the space and building that it advertises. The details, lettering styles, and colors are all derived from the architecture.

Externally Lit Signs

Externally illuminated signs should not create glare or unduly illuminate the surrounding area.



GUIDELINES

- **Standards.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare.
- **Lighting.** Lighting fixtures illuminating signs should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lighting fixtures should not be aimed toward adjacent streets, roads, sidewalks, or abutting properties. Spotlights should be concealed from view.
- **Light Sources.** Wherever possible, lighting fixtures used to illuminate signs should be top mounted and directed downward (i.e., below the horizontal). Lighting should be an integral part of the overall design.

Uplighting from sconces mounted on trim strip and downlighting from gooseneck fixtures wash this storefront with soft light.



Ground-mounted uplights aimed at sign are shielded from view with landscaping.

Internally Lit Signs

Internally illuminated signs should not create glare or unduly illuminate the surrounding area.

Light letters on dark background are preferred over dark letters on a light background to minimize over-lighting of area at night.

GUIDELINES

- **General.** Internally illuminated signs should not constitute light fixtures in their own right, and should consist of light lettering and/or symbols on a dark background.
- **Illumination.** Internally illuminated letters and symbols are preferred over whole panels that are internally lit. Letters / symbols should constitute no more than 40% of the surface area of the sign.



Light fixtures can act as light sources if all components are translucent. Readerboard adds to visual clutter.

Internally Lit Signs

Simple logo applied in individual letters is in scale with building surface area. A panel sign used in the pediment would compete with the geometry of the building.

