

# SIGNAGE

Signage: Enhance to the city's visual environment by complementing the building's architecture and enlivening the streetscape while clearly and succinctly communicating business information.



Use dark colors or opaque material as the background of interior illuminated signs to limit the amount of light transmitted.



Support freestanding signs with two or more poles or a monument base. Design and locate signs to be compatible with their surroundings in terms of size, shape, color, texture and lighting.



Design sign dormers within the bottom one-half of the roof as an architectural element.



Use trademarks on natural backgrounds to quickly convey messaging.



Develop signs with a high aesthetic quality and professional construction standards.



Use indirect and/or diffused lighting to prevent light sources from being visible from public rights of way or adjacent properties and to soften the light's appearance.



Complement a project's architectural style and exterior lighting with signage. Select materials and supporting devices that positively contribute to the overall character of the area.



Integrate freestanding signs into the landscape through the use of plants and sign bases that visually anchor the sign to the site.



Keep copy simple and easy to read by keeping the amount of text to a minimum. Too many messages can be visually distracting. A sign with a brief, succinct message is more attractive and is typically more effective as it is easier to read quickly. Sign construction elements that are well proportioned and balanced with the sign face area may be considered if they meet other design standards.



Reduce the proliferation of freestanding signs along the roadway and have signs be part of a landscape feature or integrated into the landscape, including seating, art, boulders or plantings, to soften the sign from all sides.



Provide pedestrian level identification of major buildings through flush building signage.



Use building signage with internally illuminated channel letters.



Utilize elevation signs hung from the soffit board of fascia for businesses that can be viewed from the street and sidewalk.