

## Suggested Sign Guideline Amendment to Thomson HPC

Signage is an important aspect of marketing and giving clear directions in the urban area, but sign clutter can also detract. A balance between the need to identify a business location and product and the need to maintain proper and attractive ascetics is difficult. Sign design, placement, size, shape materials, color, condition and number can dramatically impact the appearance of an area. Some historically significant signs may be found on buildings, and should be maintained even when the business or product is no longer in existence. Business owners are also encouraged to recreate historic signs that were known to be in the area when appropriate.

The following sign guidelines should be followed as well as the City of Thomson Sign Ordinance. In the instances where properties are in the historic district, and the guidelines are more restrictive than the ordinance, the guidelines are to be followed. This is necessary to protect the character of the district while providing for regulation in a larger jurisdiction.

### Signs:

- Signs should respect the residential and commercial character of the area.
- Signs should be of painted wood or metal or a close facsimile.
- Internally lighted box cabinet signs are not appropriate.
- Signs should not be attached to roofs.
- Signs should not cover architectural features, windows, or doors.
- Lighting for signs should be directed spots with a limited light pool.

### Types of Signs

1. Free Standing Signs
  - a. When space permits, monument type signs with a maximum height of 5' 9" should be selected. Monuments lend themselves to easy reading, protect trees and can be attractive.
  - b. Temporary signs may be used only for special occasions but cannot become permanent signs. LEDS, scrolling copy or lighted and flashing temporary signs are not permitted .
2. Wall-mounted Signs
  - a. Wall mounted signs must be compatible and complimentary to the buildings architecture. When multiple storefronts are adjacent to one another, placement, size, lettering, color and over all design should be coordinated. Wall mounted signs should be located within the building's sign band and should be sized so as to not obstruct existing architectural details.
3. Window Signs
  - a. Window signs should cover no more than 20 percent of the glass area.
  - b. Lettering may be vinyl or hand painted by a professional artist or sign painter. Avoid amateur hand painted signs and large installations which block viewing of the window displays.

c. Projecting signs may not exceed a maximum of 12 square feet per face.

4. Awnings

a. The use of canvas awnings is encouraged when traditional in design and character. Lettering is permitted when in character with the building and business.

Sign Placement & Content

1. Respect thy neighbors business, and avoid sign placements that obstruct architectural details of the building.
2. When residential structures are converted to commercial uses, a flat sign attached to the wall at the first floor or between porch columns is permissible. A monument sign may also be used if room permits in the front of the residence.
3. Pedestrian traffic must be protected by maintaining a height clearance of at least ten feet above the sidewalk, and signs should not project more than three feet from the surface of the building.
4. Freestanding signs, in general, are not an appropriate sign type in a traditional downtown.
5. Signs should be tastefully done, and in keeping with the period of the construction or architecture of the building.
6. Signs should be limited to the name of the business and street address and avoid product advertisement and specials