

Innovista Design District Guidelines



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Innovista Design District

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Renderings on cover are from the Innovista Master Plan, by Sasaki Associates, Inc.



Introduction

The Innovista area, roughly bounded by Gervais to the north, Catawba to the south, Assembly to the east, and the Congaree River to the west, encompasses about a quarter of Columbia's City Center.

The existing context of the area is largely undeveloped land, parking lots, and low-density industrial and commercial uses. These guidelines are based on and support the proposed uses, densities, building envelopes, and special districts outlined in the Innovista Master Plan, endorsed by City Council on October 17, 2007.

While these guidelines apply to the entire area zoned with the -ID Overlay, the Innovista Master Plan should be used for guidance, especially in cases where specific setbacks, building massing, and open-space plans are recommended.

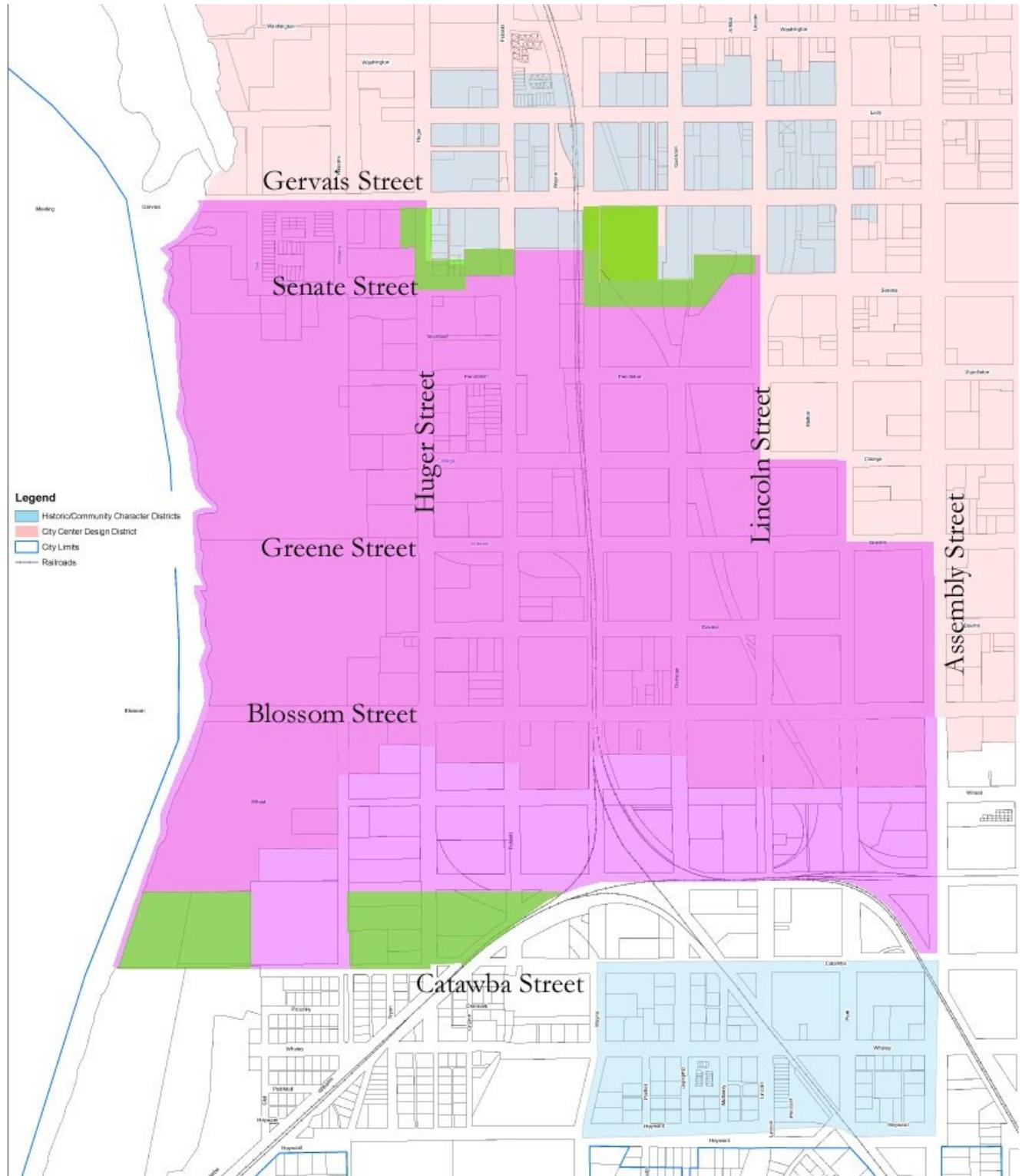
Principles

The intent of the design guidelines is not to restrict creative architecture, but rather to guide development to ensure it contributes positively to the Innovista District and to Columbia's larger City Center. To this end, the guidelines are not exhaustive or formulaic, but are intended to help new developments meet the principals of pedestrian-friendly, quality urban development. The Innovista District Design Guidelines are organized around the following principles:

- Promote pedestrian interaction
- Reinforce the positive urban form and architectural features of the District
- Provide a well-proportioned and unified building
- Provide active street-facing facades
- Provide appropriate signage and lighting
- Minimize the visual impact of parking and service areas
- Use trees, landscaping, and other streetscape amenities for enhancement



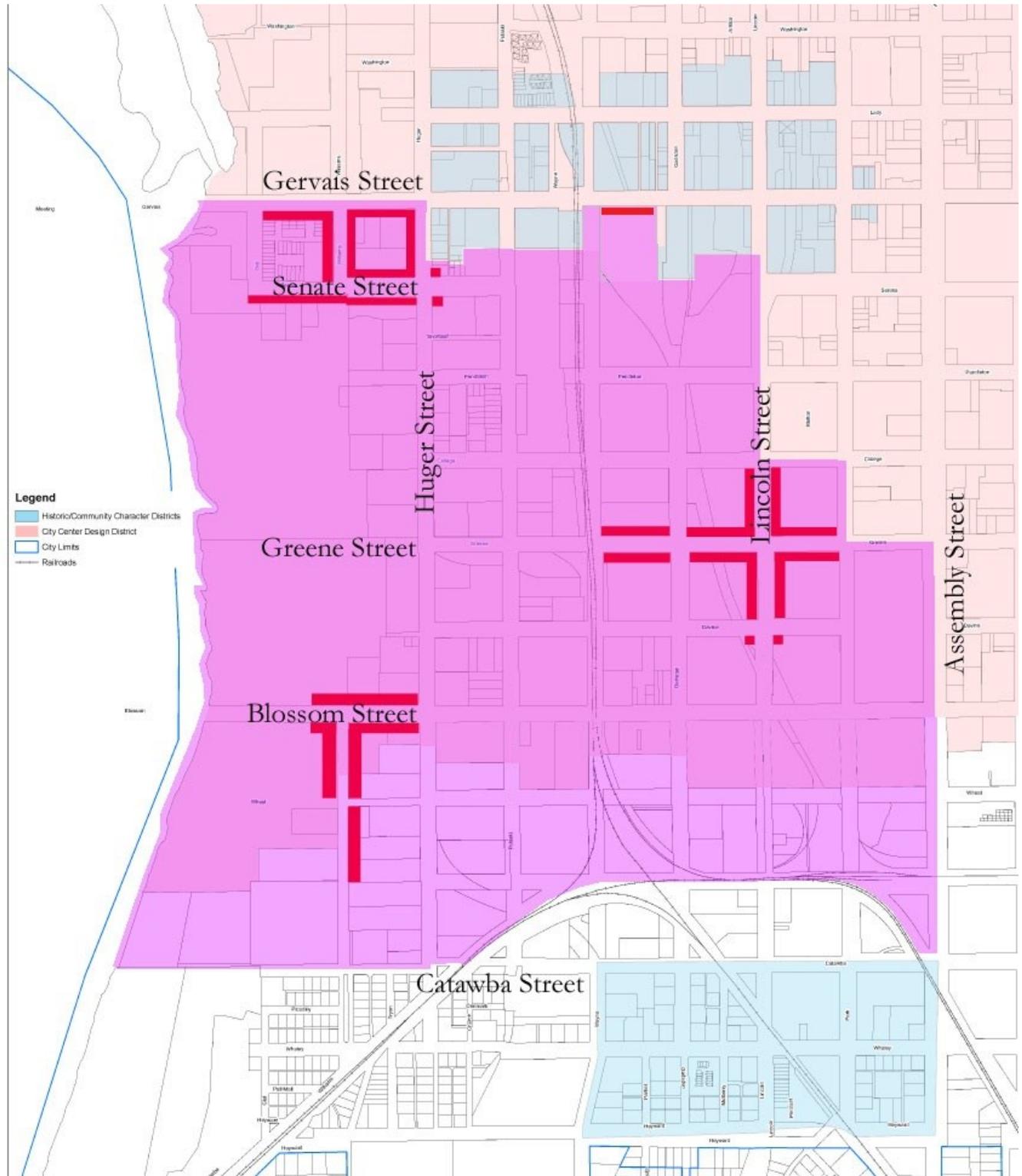
Photos of existing buildings in Innovista at the time of publication.



Innovista Design (-ID) District

All parcels within this area are required to obtain a Certificate of Design Approval prior to receiving a zoning permit for exterior work. Applicants should check with the City of Columbia zoning office for specific zoning requirements.

The purple shaded area indicates the boundaries of the Innovista Design District Overlay. The green areas indicate parcels which fall within the buffer zone, which have a maximum height allowance.



Ground Floor Activity Zones

The red areas indicate where the zoning ordinance requires certain uses along the ground floor of existing streets to ensure there is active street frontage. Applicants should check with the City of Columbia zoning office for allowable uses.

When new streets are constructed within the –ID area, the Innovista Master Plan should be followed to include Ground Floor Activity Zones referred to in the Master Plan.

Innovista Design (-ID) District

Review Process

Any improvements to buildings or property that are visible from the public right-of-way and require a zoning permit must first obtain a Certificate of Design Approval. Visible from the public right of way means substantially visible by any person standing at street level in any right-of-way within or abutting the overlay district.

Small projects will be reviewed at the staff level. Larger projects will go before the Design/Development Review Commission for review and approval. If an applicant is not satisfied with the staff decision, he or she may appeal to the Commission level within 30 days for a re-hearing.

To determine whether a project may be reviewed at the staff level (small projects) or if it must go to the Commission, use the following guide:

- √ The building has a total square footage of greater than 50,000 sf
- √ A project which exceeds the monetary threshold set forth for this district in the City of Columbia Zoning Ordinance.

Projects which meet or exceed either of the above thresholds automatically go to the Design Development Review Commission for review and approval. Projects which must go before the Commission for review and receive a Certificate of Design Approval will also receive a 50% discount on their building permit fees. This does not apply to projects appealed from the staff level.

Guidelines for Development

1.0 Site Planning

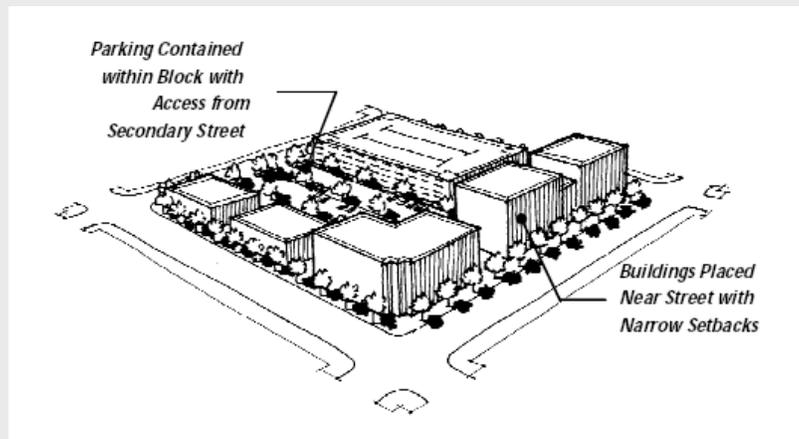
1.0.1 The manner in which a building and its accessory uses are arranged on a site is critical to how the building contributes to the overall quality of the built environment. This section outlines a series of site planning guidelines that will help establish a human scale, pedestrian-friendly quality in the Innovista district.

1.1 Parking Facility, Location, Landscaping, and Screening

1.1.1 Location and design treatment of the parking needed to serve Innovista development will have significant influence on the area's physical structure and visual character. One of the most difficult issues in urban development is providing an adequate amount of convenient parking without allowing parking structures and surface lots to dominate the urban setting. The amount of off-street parking required for any new development is prescribed in the City's Zoning Ordinance; the guidance provided herein should ultimately be reflected in the parking provisions of that ordinance. Following are several principles that should apply to all parking facilities within the Innovista District, both structured and surface.

1.1.2 The use of an entire block for parking (either surface or structured) is discouraged.

1.1.3 Auto access to and from parking lots, structures, and service areas should be from "B" Streets only, as follows:



"A" Streets: Lincoln Street, Senate Street, Catawba Street, Greene Street and Congaree River Parkway

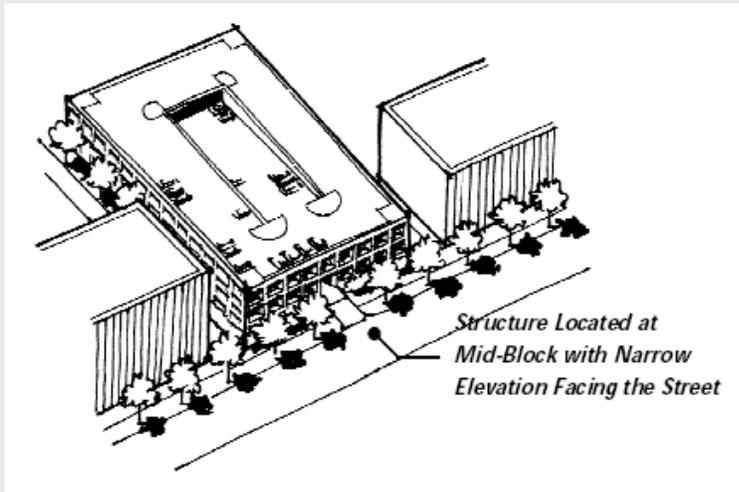
"B" Streets: Assembly Street, Gervais Street, Huger Street, Blossom Street, Pulaski Street, Gadsden Street, Park Street, Pendleton Street, College Street, Wayne Street, Devine Street and Wheat Street

1.2 Structured Parking

1.2.1 The location and design of both public and private parking structures should be governed by the following guidelines:

1.2.2 Where possible, parking structures should be located within the block core, with actively programmed building space fronting on all streets. (Refer to the text of the City of Columbia's Official Zoning Code for allowable uses in required Ground Floor Activity Zones).

1.2.3 Where location of parking within the block core is not feasible, parking structures should



be located to the rear of the principal-use building oriented to front on the address street. The ground floor of the parking structure should be actively programmed on streets with an active commercial frontage.

1.2.4 No parking structure frontage should be permitted on Innovista's "A" streets unless the structure's façade provides a compatible streetscape frontage and active programming on the ground floor. (See Section 1.1.3 on Page 7 of the Innovista Design District Guidelines for a list of streets).

1.2.5 Any parking structure which is

located adjacent to a street should be set back a minimum of 6 feet and a maximum of 10 feet from the sidewalk. This setback should be landscaped with trees, shrubs, and ground cover to soften views of the structure, provide visual interest, and establish a sense of human scale.

1.2.6 Structured parking configured as a base level podium supporting a high-rise tower should not be permitted.

1.2.7 The parking structure should be compatible in quality, form, materials, colors and textures with the structure's being served.

1.2.8 Parking structure roof lines which are visible from the street should be level; ramping should occur within the structure or on the interior of the block where it is screened from the street.

1.2.9 Light sources within parking structures shall be screened, architecturally or otherwise, from the street.

1.3 Surface Parking

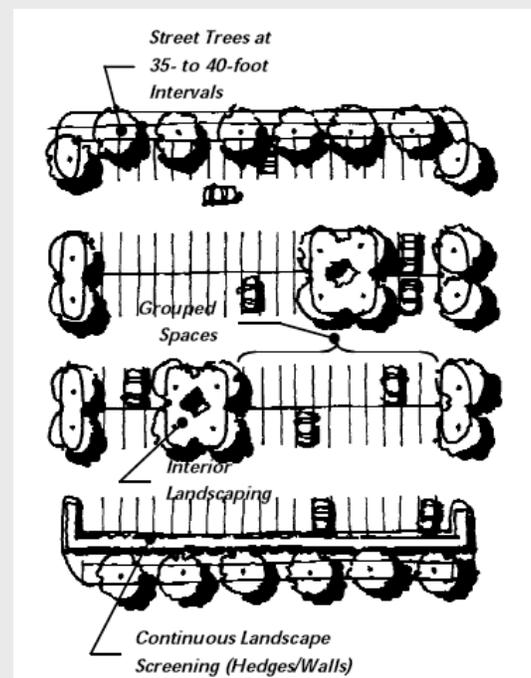
1.3.1 New surface parking lots should be designed to minimize the negative impact of large paved surfaces on the quality of the visual environment. They should be located behind the building(s) they serve.

1.3.2 New surface lots should meet the City's landscape ordinance; however, if a parking lot does not meet the threshold for which the Landscape Ordinance applies, screening and street trees shall be provided per the following:

1.3.3 Street trees should be provided along all street frontage and spaced at 35-40 ft. intervals.

1.3.4 Continuous landscape screening (along 100 percent of the street frontage except at entrances and exits) must be provided by a evergreen hedge.

1.3.5 Street trees should be installed at a minimum size of 2



½ inch caliper and should be 14-16 ft high.

1.3.6 Hedges should be installed at a minimum height of 24 inches, with a maximum spacing of 30 inches; hedges should be maintained at a height of 36 to 42 inches. Hedges should be installed in a minimum 5 foot wide continuous landscape zone.

1.3.7 Irrigation is required in all landscaped areas.

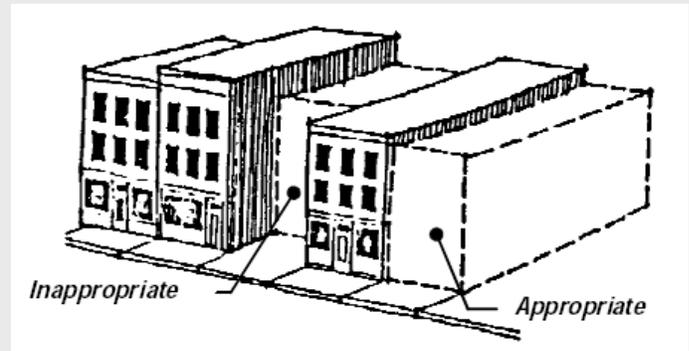
1.3.8 Solid masonry walls 30 to 36 inches high, or a knee-wall 18 to 30 inches topped with decorative metal fencing can be substituted for hedges to screen parking areas; material should match the site's exterior building materials. Where such walls replace hedges, the 5 foot landscape zone may be reduced to the minimum width required for the wall plus a 12-inch planting zone for planting vines or other vegetation.

1.3.9 Where surface parking is not feasible to locate to the rear of the building, and is adjacent to the public sidewalk, specialty paving such as pavers, stamped concrete, or permeable paving should be used to minimize the visual impact on the pedestrian realm.

1.4 Setbacks

1.4.1 Setbacks shall be determined by the underlying zoning district. Further, detailed setback suggestions are provided in the Innovista Master Plan and should be considered where at all possible, on a site-specific basis.

1.4.2 Main building façades should be aligned to define a continuous street edge. When residential buildings face the street on the majority of a block face, the main façade of the building should be recessed up to twelve feet from the edge of the right-of-way to provide privacy to the first floor of the building.



1.5 Street Orientation

1.5.1 The way in which a structure is oriented to the street plays a major role in establishing the overall feeling of the street. As a general rule, buildings should be oriented to engage the pedestrian, not only visually, but functionally. This section provides specific directions on how this can be accomplished.

1.5.2 Storefronts should be designed to orient to the major street frontage. While side or rear entries may be desirable, the predominant major building entry should be oriented toward the major street.

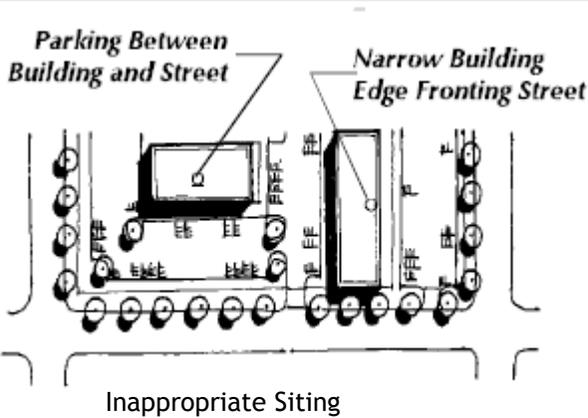
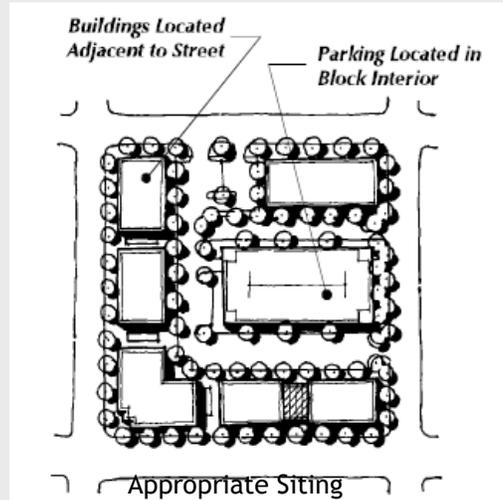
1.5.3 The front building façade should be oriented parallel to the street or toward a major plaza or park.

1.5.4 The ground floor of buildings should be located at the same level as the open space or sidewalk to emphasize the physical and visual connection with the street. If the primary use is residential, the ground floor may be raised up half a level to protect the privacy of occupants.

1.5.5 Residential buildings should include the following:

- Townhouses or other single-family attached: front door or stoop addressing the public sidewalk. Fences/walls should be transparent if they are higher than 24" above grade.

- Multi-family: An entrance to the lobby or common area addressing the public sidewalk.



1.5.6 At least 80% of the lot frontage should be covered by a building structure and the remaining land should be landscaped. Spacing between buildings should be minimal to none in order to maintain the continuity of the building edges. Spacing of up to 35 feet between buildings is permitted to provide pedestrian access to parking or courtyards located behind buildings.

1.5.7 Building architecture should address the corner to take advantage of the prominent location and having two street frontages. Buildings on

corners should typically have corner entrances, and include storefront features for at least 50% of the wall area on the side street elevation.

1.6 Grade Change

1.6.1 Changes in grade on an urban site can vastly change the way a building relates to the pedestrian realm and to adjacent buildings. The following should be considered when dealing with grade changes on a site:

1.6.2 If a street and sidewalk are sloping, the building façade elements should step down along the façade to address the slope and continue storefront features along the street.

1.6.3 Minimize the use of retaining walls where they would limit access between spaces.





1.7 Open Spaces in Private Development

1.7.1 Innovista District's primary open spaces should be located and designed according to the Innovista master plan.

1.7.2 To invite public use and ensure user security, plazas or other public open spaces should be visible from streets and sidewalks, and should be surrounded by actively programmed building spaces such as shops, restaurants, and residential units or offices.

2.0 Architectural Style or Theme

2.0.1 No predetermined architectural style or theme is mandated in Innovista; however, the design of a building should be compatible with its function and with its surroundings (context) provided those surroundings are urban, pedestrian-oriented developments. New buildings should be compatible with existing, more-traditional buildings where present; their design, particularly front facades, should be influenced by those existing facades on the street, but should not attempt to copy them.

2.0.2 New buildings should take care in material selections and architectural detailing so they do not look like cheap historic imitations. These projects should be sympathetic and compatible with urban pedestrian friendly buildings in terms of mass, scale, height, facade rhythm, placement of doors and windows, color, and use of materials without giving the feeling that new or renovated structures must duplicate an architectural style from the past to be successful. Most importantly, buildings should be true to whichever architectural style they are designed, for example, articulating a simple brick warehouse or office building with classical details would not be appropriate.

2.0.3 Modern and/or innovative architecture is strongly encouraged. To that end, consideration will be given to buildings that are determined to be strong examples of such, in that specific guidelines typically applied to traditional "main street" architecture may not be appropriate in some situations. Encouraging a mix of uses in an urban setting with buildings which contribute positively to the pedestrian environment is the primary goal of these guidelines.

2.0.4 Architecture should be urban and therefore flexible for various businesses over time. A building should not be so strongly identified with a single business that it cannot reasonably be adapted to another use in the future. Corporate identity should be contained in signage, storefront displays, and/or artwork.

3.0 Building Mass and Organization

3.0.1 Much of the existing context in this underdeveloped area is comprised of wide, one-story buildings, such as many of the metal storage buildings and warehouse structures. While this building type was appropriate when the area was an underutilized, industrial district, it will not contribute to the density and urban character necessary to encourage pedestrian activity. On blocks where the context is such, or on largely undeveloped blocks where little or no context exists, buildings should begin a precedent for urban, pedestrian friendly development.



3.0.2 The height and scale of new buildings within Innovista should compliment existing structures while providing a sense of human scale and proportion.

Building heights are determined by the base zoning district, overlay districts and the Official Zoning Map. Consideration should be given to upper floor step-backs and/or street façade articulation to mitigate dramatic height adjacencies. More specific guidance on building height and upper floor stepbacks should be gleaned from the Innovista Master Plan.

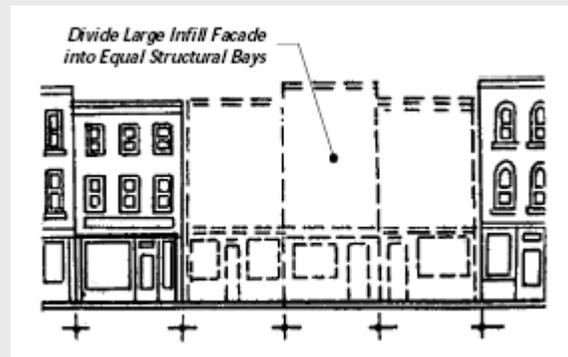
3.1 Building mass and Organization

3.1.1 The spacial definition of the streets within the Innovista area are characterized by the relationship between the height of buildings and the space they face. That ratio is ideally 1:1, the width being measured from façade alignment to façade alignment. Should the façade of the building be higher than the 1:1 ratio, additional stories should be recessed at least eight feet from the main plane of the façade.

3.2 Façade Proportion and Rhythm

3.2.1 The façade is literally the exterior of a building that “faces” the street. It is the architectural front of the building and is typically distinguished from other faces by elaboration of architectural or ornamental details. Building facades are critical to the pedestrian quality of the street. The width and pattern of façade elements can help a pedestrian negotiate a street by providing a standard measure of progress. This is true regardless of the overall width of the building; for example, a building can extend for the full length of a block and still have a façade design that divides the building into smaller, pedestrian-scaled elements. The following guidelines deal with establishing a pedestrian friendly rhythm in new buildings, while subsequent sections address façade detail.

3.2.2 Whenever an infill building is proposed that is much “wider” than the existing characteristic facades on the street, the infill facades should be broken down into a series of appropriately proportioned “structural bays” or components typically segmented by a series of columns or masonry piers that frame window, door, and bulkhead components.



3.3 Proportion of Openings

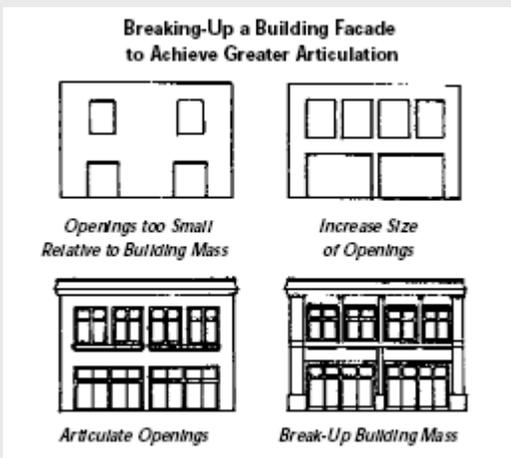
3.3.1 Maintain the predominant difference between upper story openings and street level storefront openings (windows and doors). Usually, there is a much greater window area (70 percent) at the storefront level *to engage the pedestrian*, as opposed to upper stories which have smaller window openings (40 percent).

3.3.2 Whenever an infill building is proposed between two adjacent commercial structures, the characteristic rhythm, proportion, and spacing of existing door and window openings should be maintained.

3.4 Wall Articulation

3.4.1 Whenever an infill building is proposed, the common horizontal elements (e.g., cornice line and window height, width, and spacing) established by neighboring structures should be identified and the infill design should complement and accentuate what is already in place.

3.4.2 Long, blank, unarticulated street wall facades should not be allowed. Facades should instead be divided into a series of structural bays (e.g. masonry piers which frame window and door elements).



3.4.3 Monolithic street wall facades should be “broken” by vertical and horizontal articulation (e.g., sculpted, carved, or penetrated wall surfaces defined by recesses and reveals). These features are characterized by breaks in the surface of the wall itself, placement of window and door openings, or the placement of balconies, awnings, and/or canopies.

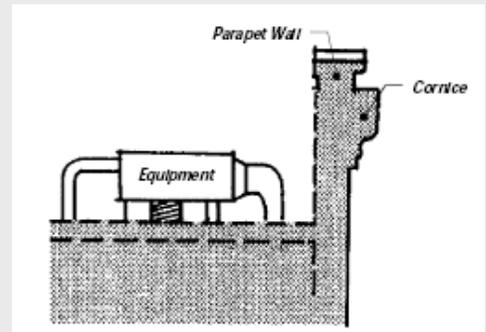
3.4.4 Large, unbroken façade surfaces should be avoided, especially at the storefront level. This can be achieved in a number of ways, including:

- Dividing the façade into a series of display windows and smaller panes of glass,
- Constructing the façade with small human scale materials such as brick or decorative tile along the bulkhead,
- Providing traditional recessed entries,
- Careful sizing, placement and overall design of signage, and
- Providing consistent door and window reveals.

3.5 Roofs and Upper Story Details

3.5.1 Roofs may be flat or sloped provided that emphasis is placed on a horizontal eave line. The visible portion of sloped roofs should be sheathed with a roofing material complimentary to the architectural style of the building and other surrounding buildings.

3.5.2 Roof mounted mechanical or utility equipment should be screened. The method of screening should be architecturally integrated with the structure in terms of materials, color, shape, and size. Equipment should be screened by solid building elements (e.g. parapet wall) instead of after-the-fact add-on screening (e.g. wood or metal slats).



4.0 Exterior Walls/Materials

4.0.1 The design elements for exterior walls involves two aspects- color and texture. If the building’s design is

complicated with many design features, the wall texture should be simple and subdued. If the building design is simple (perhaps more monolithic) a finely textured material, such as a patterned masonry, can greatly enrich the building's overall character.

Recommended Materials

4.0.2 Building materials should be high-quality, commercial grade materials, to ensure long wear and minimal maintenance. Storefront materials should be consistent with the materials used on significant (historically correct) adjacent buildings. The following materials are considered appropriate for buildings within the Innovista District. The number of different wall materials used on any one building should, however, be kept to a minimum (ideally two or less). Most importantly, materials must be appropriate to the style and application in an urban setting.

Building Walls:

- Clear glass, glass block (storefront only)
- Glass block (Transom)
- Stucco/ exterior plaster (smooth trowled)
- New or used face brick
- Cut stone, rusticated block (cast stone)

Roofs (where visible)

- Standing seam metal roofs (avoid bright colors)
- Class A composition shingles (limited to refurbishment of residential structures)
- Tile of neutral color.

Discouraged Materials

4.0.3 The following building materials are considered inappropriate in Innovista and are discouraged.

Building walls:

- Imitation masonry (e.g. imitation, rusticated block) of any kind, especially at street-level
- Reflective or opaque glass (at the street level)
- Vinyl siding
- Metal siding, as in the case of pre-fabricated butler buildings
- Imitation stone or flagstone parquet
- Rough sawn or "natural" (unfinished) wood
- "Pecky" cedar
- Used brick with no fired face (salvaged from interior walls)
- Imitation wood siding
- Coarsely finished "rough sawn" or rustic materials (e.g. wood shakes, barnwood, board and batten or T-111 siding)
- Plastic panels
- Vertical siding
- EFIS or other synthetic/imitation stucco

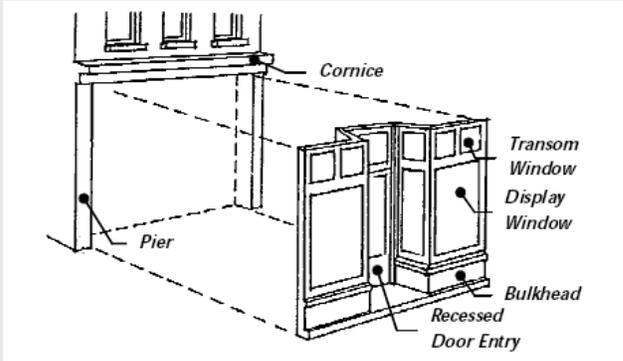
Roofs:

- Crushed stone
- Shake
- Brightly colored tile(orange, blue, etc.)
- Corrugated fiberglass

5.0 Storefront Composition, Accessories, and Details

5.1 Entries/Doorways

5.1.1 The main entry to a building, leading to a lobby, stair or central corridor, should be visually emphasized, and articulated in a way that is compatible with the style and scale of the building.



5.1.2 Commercial storefront entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This provides more area for display space, a sheltered transition area to the interior of the store and reinforces the entrance. Recessed entries should be retained and are strongly encouraged in a new storefront construction, although overly-deep entries (over 5 feet) should be avoided.

5.2 Door and Window Design

5.2.1 The intent of the guidelines for storefront glass is to maintain the transparency of urban buildings at street level. These guidelines take into account the need for energy efficiency and energy code requirements, which should be obtained through a combination of materials and methods of construction, not only through glass selection. Privacy concerns should be handled with interior blinds, shades, and other operable means.

For first floor glass in new construction,

- low-iron glass shall be used to maximize clarity
- any factory applied coatings shall be applied to the #2 surface
- overall VLT (visible light transmission) shall be at least 61%
- exterior reflectance shall not exceed 15%

For film applications to existing glass,

- Visible light transmission shall be at least 45%
- Exterior reflectance shall not exceed 15%

5.2.2 Doors to retail shops should contain a high percentage of glass to view retail contents.

5.2.3 Window openings and mullions should have a substantial enough profile to help articulate the building with recesses and shadow lines. Muntins without a profile on the exterior of the window are not allowed.

5.2.4 Exterior details will ideally be functional as well as decorative. If a detail is not functional, such as a window shutter, it shall be scaled properly so that it is proportionate to both the window and the building façade.



5.2.5 Permanent, fixed security grates or grills in front of windows are discouraged; as an alternative security glass is recommended. If security grilles are necessary, they should be placed inside the building behind the window display area. (Applicants should also review such features with the fire marshal).



5.3 Awnings and Canopies

5.3.1 Awnings and canopies provide the opportunity to add color and visual relief to buildings, as well as serving a functional purpose by protecting windows from intense direct sunlight. The following guidelines describe the qualities that will ensure that awnings and canopies if used to contribute positively to Innovista's overall design quality.

5.3.2 When several businesses occupy one building, awnings of a compatible color should be used with simple signs on the valance flap

that may vary in type style and color to differentiate the individual businesses within the building. Bright and/or contrasting colors should be avoided.

5.3.3 Where the façade is divided into distinct structural bays (sections defined by vertical architectural elements, such as masonry piers) awnings should be placed within the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by the structural bay.

5.3.4 Fabric awnings, if used, should be of durable, commercial grade fabric, canvas or similar materials having a matte finish.

5.3.5 Permanent awnings of a material integral to the building architecture are strongly encouraged.

5.3.6 Awning frames and supports should be of painted or coated metal or other non-corroding material.

5.3.7 Glossy or shiny plastic or similar awning material is not recommended.

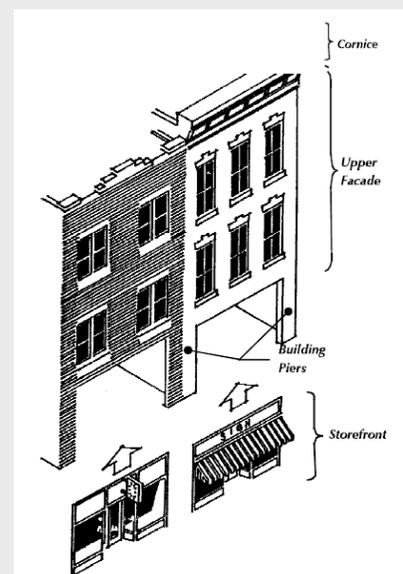
5.3.8 Awnings should be well-maintained, washed regularly, and replaced when faded or torn.

5.3.9 Awnings should have a single color or two-color stripes. Utilizing more colors or patterns is permitted but will be considered as a sign area.

6.0 The Upper Façade

6.0.1 The upper façade of a building is distinct from the street-level storefront, and the design qualities differ. The upper façade consists of the following components:

- The cornice and fascia that cap the building front;



- The building's upper stories;
- The windows, which provide articulation and interest to the upper architecture; and
- The piers, which extend to the ground level to visually support the façade and frame the storefront.

6.0.2 Typically, the more massive, solid architecture of the upper façade gives the buildings its feeling of substance and expresses its architectural quality and character. As a result, the design treatment, materials and conditions of the upper façade play an important role in defining the architectural style of the building and in relating it to the neighboring buildings in the block face.

6.0.3 The following paragraphs provide general guidance for the development and/ or renovation of the upper facades of buildings in Innovista.

6.1 Cornice and Fascia

6.1.1 A cornice or fascia creates a strong roof line and gives a finished appearance to the building façade. Where they have been removed, these elements should be restored to re-emphasize the original design intent of the structure. The new cornice or fascia should be designed in proportion with the overall mass of the building.

6.2 Wall Materials

6.2.1 Wall materials should be selected to coordinate with neighboring structures and complement the design of the storefront.

6.3 Windows

6.3.1 Upper-story windows should create a sense of scale and add articulation and visual interest to the upper facade.

6.4 Piers

6.4.1 The piers that frame the storefront and visually anchor the upper façade play an essential role in creating the unified architectural framework which organizes the street level's visual diversity. Where these piers have been eliminated or reduced in size, the architectural definition of the façade will be weak and the upper architecture inadequately balanced. The piers' width and spacing should give support to the façade. Piers which segment the storefront are recommended on wide buildings to improve proportional balance. To emphasize the pier's integral role in defining the architectural character of the upper façade they should be treated with the same surface material.

7.0 Building Additions, Renovations, and Demolitions

7.0.1 Renovation of structures of historic significance should follow applicable City- adopted guidelines for historic landmarks and districts and the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, published by the U. S. Department of Interior, National Park Service(see Appendix A).

Sign Design Guidelines

Introduction

In Columbia, as in many American towns, the visual distinction between the traditional downtown business district and outlying general commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses downtown to install the type of large-scale signs used along commercial highways, where signs need to be larger to attract the attention of motorists passing at high speeds. Pedestrian-oriented commercial areas, which describes much of Innovista, were designed to accommodate shoppers strolling along sidewalks and motorists driving at slower speeds. Signs to attract the attention of these passers-by should accordingly be encouraged; this chapter provides guidelines on how to evaluate the quality of signs to ensure this objective is met.

Ultimately, number and size of signs are regulated by the City of Columbia zoning code.

1.0 General Guidelines

1.0.1 The following general design guidelines are to be used by D/DRC staff and members in evaluating the appropriateness of sign proposals in The Innovista District. An important aspect of successfully designed signage is that its design should relate to its environment in mass, details, and scale.

2.0 Color

2.0.1 Limit the number of colors used in any one sign. Too many colors used simultaneously can confuse and negate the message of a sign.

2.0.2 Use sign colors that complement the colors used on the structures and the project as a whole. Bright day-glo (fluorescent) colors are discouraged.

3.0 Materials

3.0.1 The following materials are **approved** for use in Innovista District:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted, or stained).
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).
- High-density pre-formed urethane or similar material.
- Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
- Plastic facing when used in channel letters or dimensional signs.

3.0.2 The following materials are **prohibited** for use in Innovista:

- Plastic facing when used in flat panels in cabinet signs;
- Paper and cloth (except on awnings and banners);
- Balloons or inflatable material.

3.0.3 Cabinet (box construction) signs and monument signs should have opaque, non-internally-illuminated face panels; only individual letters and/or logos should be back-lit, *not* the entire surface

of the sign. Internally illuminated letters (routed/stenciled/embossed) may be plastic, but the face panels should *not* have glossy reflective surfaces.

3.0.4 Raceway cabinets, where used as an element of building mounted wall signs, should match the building color at the location of the building to where the sign is located.

4.0 Sign Legibility

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

4.0.2 Use a brief message whenever possible. The fewer the word, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word. If the word does not contribute directly to the basic message of the sign, it detracts from it and probably should be deleted.

4.0.3 Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than 75% of sign panel area.

4.0.4 Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for larger signs.

4.0.5 Avoid hard-to-read overly intricate typefaces and symbols. Typefaces and symbols that are difficult to read reduce the sign's ability to communicate.

4.0.6 Avoid faddish or bizarre typefaces if they are difficult to read. These typefaces may be in vogue and look good today, but soon may go out of style. The image conveyed by the sign may quickly become that of a dated and unfashionable business.

4.0.7 Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.

5.0 Wall Signs

5.0.1 Signs should be placed consistent with the proportions and scale of the elements within the structure's façade. A particular sign may fit well on a plain wall area, but might overpower the finer scale and proportion of a lower storefront. A sign which is appropriate near an entry may look tiny and out of place above the ground level.

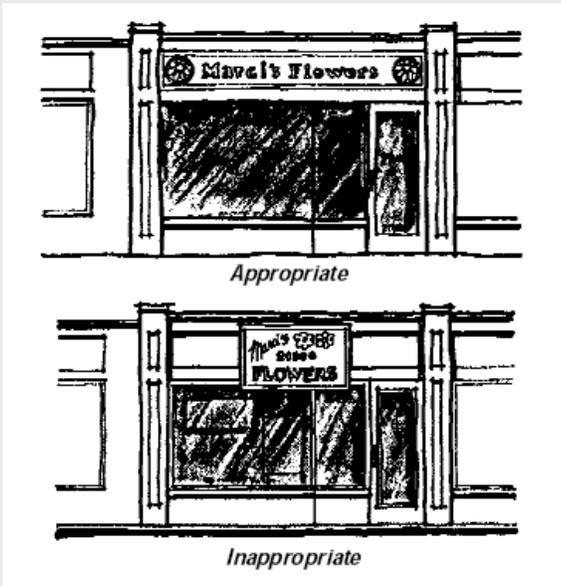
5.0.2 Signs should be located where architectural features or details suggest a location, size, or shape for the sign. The best location for a wall sign continues to be a band or blank area between the first and second floors of a building.

5.0.3 Permanent architectural features of the building should not be removed or altered to accommodate signage.



5.0.4 Signs should be placed on buildings consistent with sign locations on adjacent buildings. This approach can establish visual continuity among storefronts.

5.0.5 Signs should not break the roof or cornice line of a building or be roof-mounted.



5.0.6 In pedestrian-oriented areas, signs should relate to the sidewalk instead of motorists. In this case, small projecting signs under awnings are most appropriate. Place signs in close proximity to the store entrance.

5.0.7 The number of projecting signs per business should be limited to one. The distance between projecting signs shall be at least 50 feet for maximum visibility.

5.0.8 On a multi-storied building, the sign should be suspended between the bottom of the second story window sills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be suspended in line with the lowest point of the roof.

6.0 Projecting Signs

6.0.1 The sign should be hung at a 90° angle from the face of the building. It should be pinned at least six inches away from the wall for best visibility but should not project beyond a vertical plane set 2 feet inside the curb line.

6.0.2 The bottom of the sign should maintain at least a ten foot pedestrian clearance from the sidewalk level.

6.0.3 Decorative iron and wood brackets that support projecting signs are encouraged.

6.0.4 The lines of the brackets should harmonize with the shape of the sign. The most important feature of a bracket should be its ability to hold up the sign.

6.0.5 To avoid damaging brick and stonework, brackets should be designed so that they can be bolted into masonry joints when possible.

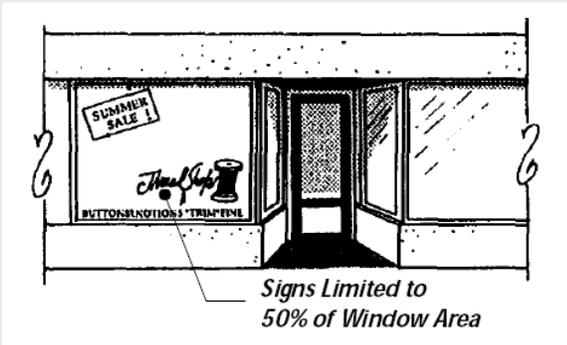


7.0 Window Signs

Note: Interior signs 12-inches or less from the window are considered as exterior advertising signs and as such are counted in the overall sign square footage limits of the City's zoning regulations.

7.0.1 Window signs (permanent or temporary) should not cover more than 50% of the area of each window.





7.0.2 Window signs should be limited to individual letters and logos placed on the interior surface of the window and intended to be viewed from the outside. Glass mounted graphic logos may be applied by silk screening or pre-placed vinyl die-cut forms.

8.0 Awning Signs

8.0.1 When initially installed, awnings

should be provided with removable valances and end panels to accommodate future changes in sign copy. Painting cloth awnings in order to change sign copy is strongly discouraged, as this will decrease the fire resistant/retardant properties of the treated canvas.

8.0.2 The text copy is limited to the name of the business only.

8.0.3 Letter color should be compatible with the awning and the building color scheme.



9.0 Freestanding Signs

9.0.1 Pylon signs are not allowed.

9.0.2 Freestanding signs shall be oriented and scaled to the pedestrian in the form of low, monument signs.

9.0.3 Freestanding signs should relate to the building in some way (i.e., brick base in front of a brick building).

10.0 Figurative Signs

10.0.1 Signs which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.

12.0 Directional Signs

12.0.1 Any directional sign within ten feet of the right-of-way shall: Comply with Sign Design Guidelines in this document, and shall be limited to one directional per curb cut.

