Signage is a vital element of Main Street's environment, capable of providing scale, color and interest to the streetscape. When a sign is in scale with its architectural surroundings, appropriately placed and well designed, it gives a positive effect to the business, its neighbors and to the whole of downtown. When the streetscape is cluttered with too many poorly designed signs, the resulting visual confusion reduces each sign's effectiveness. Due to the unique qualities of each individual structure on Main Street, different signage types would be appropriate according to the character of the building and the tenant's needs. These different signage types are covered on the following pages.

Other issues for signage include:
Message: The information on the sign should be simple and clear. The type and/or graphic symbol used on the sign should easily convey the business' name and its main product or service only.
Quantity: Generally, two permanent signs should be sufficient; one primary building-mounted sign and a secondary pedestrian scaled sign.
Color: Complement the building and storefront colors. The color of the letters/logo should contrast with the background for easy reading.

SURFACE MOUNTED BUILDING SIGN

HANGING BRACKET SIGN

PAINTED-ON-GLASS OR INTERNALLY MOUNTED NEON

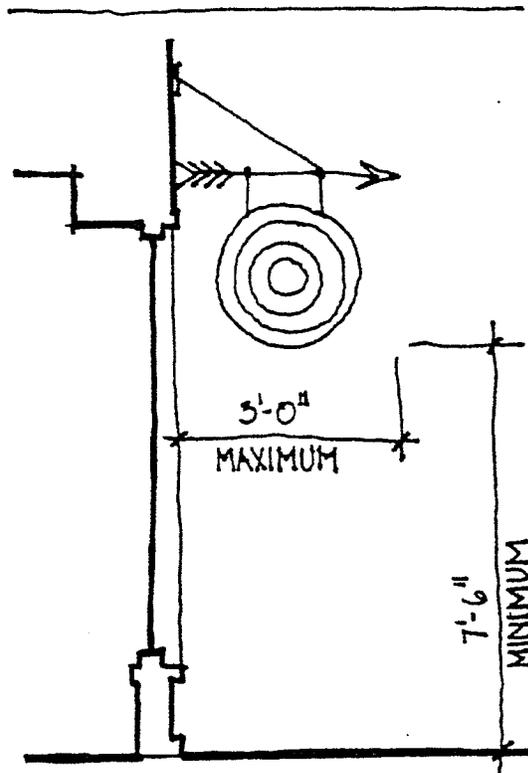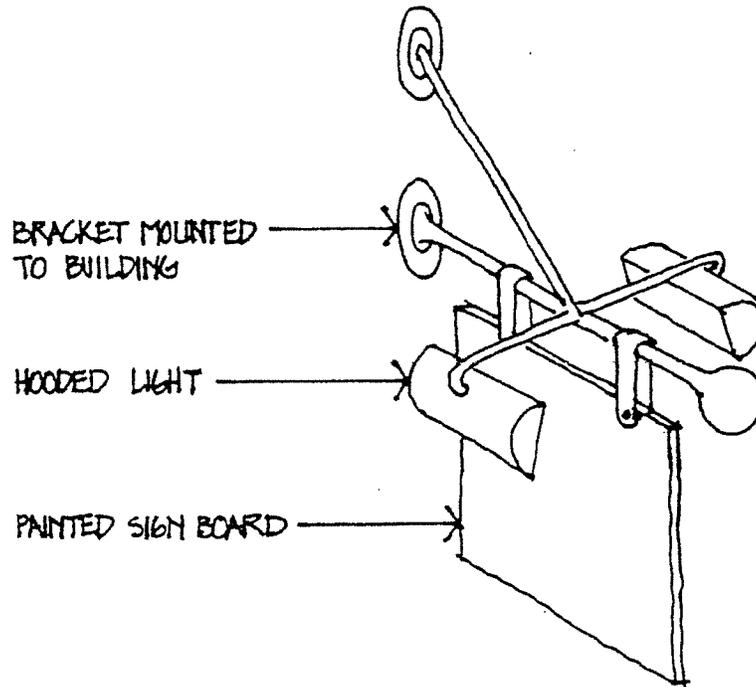RESTAURANT MENU DISPLAY

Signage Locations

Signage Types

Hanging Bracket Sign

A hanging bracket sign works well for distant viewing from approaching pedestrians and vehicular passengers.

The projecting sign should be constructed of a rigid and opaque material such as wood or metal and finished on both sides. Bracket mounts should be mechanically fastened at the mortar joints and not into the brick or stone. The bracket should be designed as an integral part of the sign.

The sign should be mounted to allow a minimum clearance of 7'-6" from the bottom of the sign to the top of the sidewalk. Its projection over the sidewalk should not exceed 3'-0" from the building facade.

If the sign is to be illuminated, it should be at a low to medium light level using a hooded incandescent light fixture. Fluorescent lighting should be avoided but if used, a color-corrected lamp should be installed. The light fixture should be located to avoid glare into the pedestrian's sightline.

BRACKET MOUNTED TO BUILDING

HOODED LIGHT

PAINTED SIGN BOARD

3'-0" MAXIMUM

7'-6" MINIMUM

MAXIMUM WIDTH
OF BUILDING SIGN

MAX. HEIGHT

• M U F F I N   M A N •

Surface Mounted Sign

This sign is used for viewing at a distance, from across the street or from the vehicular passengers driving by. It should be placed below the storefront cornice and should not exceed the width of the storefront.

Individual letters and/or logos or a sign board may be mounted directly on the building facade. The sign should be mechanically fastened at the mortar joints and not into the brick or stone.
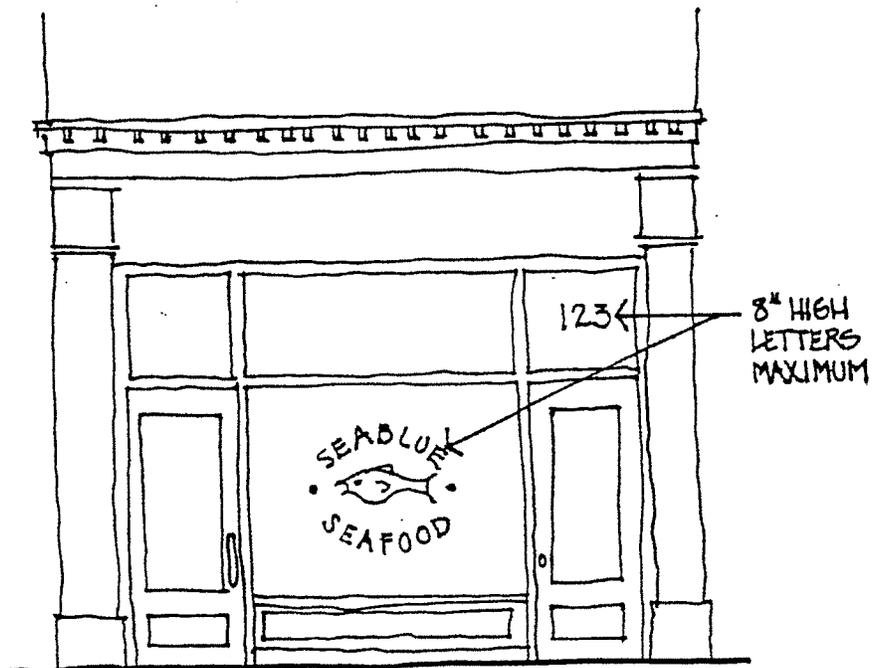
If the sign is to be illuminated externally, hooded incandescent light fixtures should be used. Internally lit sign boxes should be avoided whenever possible but if used, the background should be painted opaque so only the letters appear lit.

Painted on Glass Sign

This sign should be scaled to the pedestrian and should be located in the display window or on the entrance door glazing. This technique is also traditionally used for applying the street address number on the entrance door transom.

The lettering and/or graphics should be applied on the interior surface of the glass by means of hand painting, silk screening or frisket cutting and spraying. Self-adhesive vinyl lettering should not be used. The maximum letter height should not exceed 8".

123 ← 8" HIGH LETTERS MAXIMUM

SEABLUE SEAFOOD

Internally Mounted Neon

Neon can be a colorful and lively addition to any store-front as long as it used in moderation. It should be used only at the storefront level and not as building signage.

The type size should be scaled to the pedestrian and generally should not exceed 1'-0" in height. The neon should be hung from a skeleton frame and set slightly back from the storefront window.

Restaurant Signs

Restaurants may display a copy of their actual printed menu by mounting it in a wood or metal frame covered with glass. A framed chalk board may also be displayed to announce any special menu items.

INTERNALLY MOUNTED NEON

MENU DISPLAY