

Overall Sign Guidelines	M=mandatory, P=Preferred	Within Municipal Code?	Get rid of?	M or P?
§ Signs should be designed to relate to the architectural features of the building on which they are located and create visual continuity with other storefronts on the same or adjacent building.		No		M
§ Signs that reflect the type of business through design, shape, or graphic form are encouraged.		No		P
· Signs should coordinate with the building design, materials, color, size, and placement.				M
· Signs that align with others on adjacent building facades are generally preferred.				P
Sign Legibility		Consider Removing or eliminating most standards		
· Use a brief message. The fewer the words, the more effective the sign's message. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive.		Yes 18.36.060(F)(3)		P
· Use easy to read lettering styles. Typefaces that are difficult to read reduce the sign's ability to communicate. Avoid spacing letters and words too close together.		No Conflicts with 18.36.060(F)(4)		P
· Lettering should not occupy more than 75 percent of the sign face.		No		P
— Limit the number of lettering styles in order to increase legibility: no more than two lettering styles for small signs (generally up to 10 square feet) and three for larger signs.		No		P
· Encourage unique signs, but avoid typefaces that are too faddish or bizarre.		No		P
· Use significant contrast. Generally, light colored letters and a darker, contrasting background presents the most visible and best-looking image.		No		P
· Use symbols and logos. Pictographic images will usually register more quickly in the viewer's mind than a written message.		No		P
· Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.		Yes 18.38.080 E(4)		P
Sign Placement				
· Hanging signs attached to buildings that project perpendicular to the building are encouraged in pedestrian areas.		No		P
· Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.		No		P
· Signs should be sized and placed consistent with the proportions of the building's façade. For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area. A sign appropriate near the building's entry may look tiny and out of place above the ground level.		No		P
· Signs should not cover or interrupt the architectural details or ornamentation of a building's façade.		Yes 18.38.030 D(3)		P
· Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.		Yes 18.38.080 E(2)		M
· The location and extent of signs and advertising should not obstruct scenic views.		No		M
Sign Color				
· Three or fewer colors are encouraged on a single sign.		No		P
· Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced when light colored letters and images are placed on a dark contrasting colored background.		No		P
— Sign colors should relate to and complement the materials or color scheme of the buildings, including accent and trim colors.		Yes? 18.38.060(E)(1)		P
· Bright day-glo (fluorescent) colors are prohibited as they are distracting.		No		M

Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the other structures on the site

Sign Materials

· Sign materials should be selected with consideration for the architectural design of the building’s façade. Sign materials should complement the materials on the façade and should contribute to the legibility of the sign.

Yes? 18.38.060(E)(3)(a)

· Sign materials should be durable. The following sign materials are encouraged for downtown Fort Bragg:

No

o Wood (carved, sandblasted, etched, properly sealed and painted, or stained); Wood should be properly sealed to minimize moisture damage.

o Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against erosion)

o Subtle custom neon tubing incorporated into sign or reminiscent of historic signs

Draft ugly sign guideline related to sign cabinet

Sign Illumination

· Lighting of all exterior signs should be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent residential units.

Yes 18.38.060(G)(1)

· Indirect sign illuminated is preferred.

No

· Whenever indirect lighting fixtures are used, care shall be taken to properly shield the light source.

Somewhat?
18.38.060(G)(1)

· The use of backlit, individually cut letter signs is strongly encouraged for all types of business and signs, including monument-type signs.

No

· Internally-illuminated cabinet-type signs are discouraged. If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated. The background or field should have a non-gloss, non-reflective finish. White and light backgrounds are prohibited for internally illuminated cabinet signs.

No

· Blinking, rotating, flashing, changing, or reflecting lights are highly prohibited.

Yes 18.38.060(G)(3)

· Neon lighting is discouraged for the lettering of the sign except neon lettering that has a historic quality; innovative use of neon for images or logos may be appropriate.

No

· Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall, or integrated into the overall design of the sign. If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign’s lettering or graphics. All exposed conduit and junction boxes should be appropriately concealed from public view.

No

Exterior sign lighting shall be dimmed or turned off after 10PM when located directly adjacent to residential sites.

Sign lighting should maintain a Kelvin color temperature below 4,500 Kelvin.

a. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the primary on-site structure and on other on-site signs.

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External light sources shall be directed and shielded so that they do not produce glare on any object other than the sign, and/or off the site of the sign.

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Wall Signs

· A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a blank area between the first and second floors of a building.

No

· Wall signs should not project from the surface upon which they are attached more than that required for construction purposes and in no case more than 6 inches.

Yes (but conflict)
18.38.080(G)(3)

· Wall signs and “ghost” signs painted directly on a structure may be appropriate in some cases. On historic structures ghost signs often lend an air of age and authenticity.

No

3. A wall sign shall not project more than 12 inches from the surface to which it is attached.

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Projecting Signs

- Small, pedestrian-oriented signs are strongly encouraged. Projecting signs are especially appropriate in downtown Fort Bragg and Neighborhood Commercial developments. No
- Projecting signs should be used for ground floor uses only. On a multi-storied building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. No
- Projecting signs should be hung at a 90-degree angle from the building face. The distance between projecting signs should be at least 25 feet. No
- Sign supports and brackets should be compatible with the design and scale of the sign and the architectural design of the building. Decorative iron and wood brackets are encouraged. No
- Internal illumination of projecting signs is discouraged. No
- Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged. No

Awning Signs

- Awning signs are appropriate for ground and second floor uses. Yes 18.38.080(B)(1)
- Sign text of should be located only on the valance portion of the awning. Letter color should be compatible with awning and building colors. No
- Backlit, internally illuminated awnings are prohibited. Yes 18.38.080(B)(2)
- Only permanent signs that are an integral part of the canopy or awning should be used. Awning signs should be painted directly on the awning. No

Materials intended for a coastal climate are preferred.

Window Signs

- Window signs (permanent or temporary) shall not cover more than 20-percent of the area of each window. Yes 18.38.080(H)(1)
- Window signs should be individual letters placed on the interior surface of the window and intended to be viewed from outside. White and gold-leaf paint are the recommended. Glass-mounted graphic logos are also appropriate. No
- The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. “maternity wear” or “attorney”), or pertinent information (e.g. “reservations required”). No

Monument Signs

- Freestanding monument signs (on ground) are strongly encouraged over pole signs. No
- Monument signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated. The sign background or field should be opaque with a non-gloss, non-reflective finish. Signs with individual back-lit letters, or stenciled panels with three-dimensional push-through graphics are encouraged. No
- Monument signs should be placed perpendicular to the street. No
- Monument signs should be placed so that sight lines at entry driveways, pedestrian throughways, and circulation aisles are not blocked. No
- Monument signs should be designed to create visual interest and compliment their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows: No
 - o Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilaster, cornices, and similar details to provide design interest. No
 - o Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of scale with its adjacent building(s). No
- Monument signs shall incorporate landscaping at their base. Landscaping around monument signs should be designed to ensure the long-term readability of the sign.

Pole Signs

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No section in code related to monument signs

- Pole-mounted signs are discouraged for parcels with less than 100 feet of street frontage as such signs would typically be out of scale with smaller parcels and would allow tall signs too close together, which would disrupt visibility. No
- Pole signs incorporate architectural elements into the sign portion of the sign as well as the supporting structure. No
- Pole signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated. No
- Pole signs should incorporate a landscaped area at the base of the sign equal to one to two times the size of the sign face. No

Pole signs are prohibited in the Central Business District.

Staff Drafted Guidelines

Exterior sign lighting shall be dimmed or turned off after 10PM or 45 minutes after the closing of business.

Work on language

Exterior sign lighting should not have a color temperature above 4500 Kelvin.

Should a sign cabinet be made out of a plastic material, it should emulate preferred sign materials (i.e. wood or metal).

Notes:

Craft guideline related to dimming signage near residential.

Craft guideline related to Kelvin (hue)

What would you like to see or add for signs? Research

Look into preventing corporate signs? Is this an issue?

Illumination and materials - terminology of modern signage

Dimming of signage at certain times and zones (Could this be added to our guiding principles?)

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Overall Sign Guidelines

M=mandatory, P=Preferred

P or M?

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P

Sign Legibility

- Use easy to read lettering styles. Typefaces that are difficult to read reduce the sign's ability to communicate. Avoid spacing letters and words too close together.

P

- Lettering should not occupy more than 75 percent of the sign face.

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Sign Placement

- Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.

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P

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P

Sign Color

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X

If determined to be covered in other signs guidelines, change or remove guideline

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