

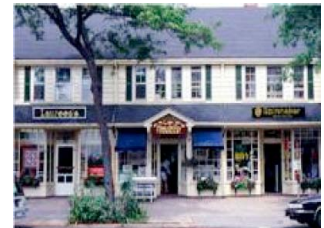
SECTION 1506A. SIGNS PERMITTED IN THE HS BUSINESS DISTRICT

1506A-1. Intent.

The intent of this section is to regulate signage in the Highland Station zoning district as noted in section 1500. Unless otherwise noted, regulations in this section supersede regulations found elsewhere. Where this section does not speak to a type of signage, regulations in the rest of section 1500 apply. The township recognizes that this district originally served as the central business district and contains many buildings that are significant to the history of Highland. Plans and ordinances aimed at revitalizing this district require sign restrictions that:

- a. Preserve the architectural and historical character of buildings and streetscape, so that they are not overwhelmed or obscured by signage;
- b. Create a walkable downtown area through the use of pedestrian-scaled signage;
- c. Promote the use of creative and appropriate signage which will enhance the economic viability of the Highland Station district; and
- d. Ensure the health, safety and welfare of the residents of the Township by prohibiting signage that creates a traffic hazard or otherwise adversely impacts public safety.

When signs are graphically inventive, respectful of their surroundings, and contain appropriate materials, they become intrinsic parts of the identity of a business and add to the ambience of the entire commercial district.



1506A-2. Design, Size and Location Requirements.

- a. General Requirements
 - 1. All signs should be integrated with the design of the building. A well-designed building façade or storefront is created by the careful coordination of sign and architectural design, building materials and over-all color scheme. All signs shall complement their surroundings without competing with each other and shall convey their message clearly and legibly.

Appropriate building signage

Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.

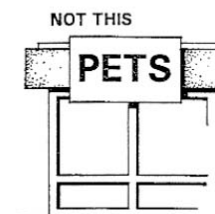
2. The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportionate with the scale and proportion of the structure.

3. The layout and shape of the architectural features of the building should be considered when determining the size and location of a sign.



b. Maximum Area and Maximum Number:

1. The total sign area for a building may not exceed 1 square foot for each linear foot of principle building frontage. Principal building frontage is measured along the street on which the building is addressed, and typically includes the main entrance to the building.



2. The total signage allotment may be divided among multiple signs, provided that such signs are within the requirements of this ordinance and do not detract from the character of the building or surrounding buildings.

3. For buildings situated on corner lots, the Planning Commission may permit the allowable signage to be divided between the two frontages. The maximum allowable signage is calculated based solely on the principal frontage.

4. Area of window signage as regulated under 1506A-2f(8) and sandwich board/portable signs as regulated under 1506A-2f(5) does not count towards the maximum allowable signage area.

Experience shows, time and again, that appearance is important to a healthy downtown district.

As merchants work together to create an attractive image, the downtown as a whole can benefit.

c. Sign Materials:

Exterior materials, finishes, and colors should be compatible with those of the building or structures on site. Signs should be professionally designed and constructed using high-quality materials.

d. Illumination

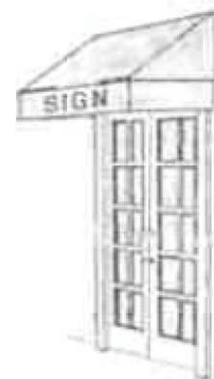
Only exterior illumination of signs is permitted and such fixtures must otherwise meet the requirements set forth in this chapter. Such illumination may not shine directly into neighboring properties or at pedestrians or motorists. Lights that flash, pulse, rotate, move, or simulate motion are not permitted. Light fixtures that point upward must be shielded to limit excess transmission of light. Creative and custom-designed neon lit signs may be permitted subject to review by the Planning Commission.



Internally-illuminated channel-letter signs are not permitted

e. Sign Review:

All requests for new signage will be reviewed by the Highland Downtown Development Authority design committee prior to review and approval by the Planning Commission. New multi-tenant buildings must submit an overall sign plan for review in the same manner. New building design should provide logical sign areas, allowing flexibility for new users over time. Designs of building facades and wall exteriors which provide for convenient and attractive replacement of signs are encouraged



Awning/Canopy Sign

f. Permitted signs:

1. Awning/canopy signs: A sign attached to a functional awning or canopy covering a window or door opening that is supported by the building and extending beyond the

building wall, building line or street lot line.

a. *Size:* Signs may not exceed more than 33% of the valance area, and the valance area shall not be more than 9 inches in height. An 8 foot clear area must be maintained between the bottom of the valance and the finished grade.

b. *Location:* Awning/canopy signs may be located on the valance only. The canopy valance is that portion consisting of short strips or bands of material hung at the lower edge of the canopy.

c. *Materials:* The awning used for such signs shall be constructed of durable woven material (not vinyl) or other materials in keeping with the architecture of the building. Awnings must be maintained in such a manner so as to continue its original appearance and provide proper safety to the persons and property it may affect. Awnings/canopies shall be compatible with the architectural integrity of the building to which it is attached.

d. *Specific information:*
Traditional shed awnings are appropriate for most window, door, and storefront installations. Quarter-round awnings, modern mansard awnings, and “bubble” awnings are not permitted.



Awning/Canopy - Permitted



Awning/Canopy-
Not permitted

2. Hanging Sign: Any sign that is hung from beneath an awning/canopy or other building projection.

a. *Size:* Hanging signs, excluding supporting rods, chains, or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet total.

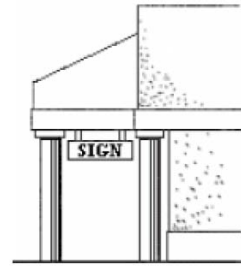
b. *Location:* The sign shall be placed or hung only below a first-floor awning provided that at least 8 feet of vertical clearance is maintained between the sidewalk or porch and the sign. Such signs may not extend past the outside edge of the awning.

c. *Specific information:* The lowest point of a hanging sign shall be at least 8 feet above finished grade. Sign supports and brackets shall be compatible with the design and scale of the sign.

3. Post & Arm Sign: A sign affixed to an arm of a freestanding post or similar upright. Posts and/or uprights shall not exceed 6 feet in height.

a. *Size:* Sign faces shall not exceed 4 square feet per side, with a maximum of two sides. The top of the sign faces may not exceed 6 feet in height

b. *Location:* Such signs must be located within a front building setback, and may not hang over the public sidewalk.



Hanging Sign



Hanging Sign—
permitted



Hanging Sign—
permitted

- c. *Specific information:* The support post and arm brackets of any such sign shall complement the sign and the building and shall not bear any language or graphic or pictorial representation, nor shall anything be affixed to, mounted upon, suspended from or otherwise attached to the sign faces or support posts, except the signage as approved by the planning commission.



Post and Arm Sign—permitted

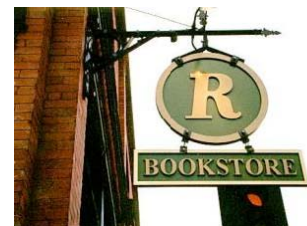
4. Projecting Signs: A sign affixed to an arm attached to a building.

- a. *Size:* Projecting signs shall not exceed 6 square feet per face. A sign shall not project greater than 4 feet from the building face or beyond 1/3 of the width of any sidewalk over which the sign projects. For buildings with multiple projecting signs, there shall be at least a 20 foot separation between signs.



Good Projecting Sign Location

- b. *Location:* Projecting signs shall be permitted only at the first floor sign band, which is defined as the space between the first and second floor. Typically, the first floor sign band will fall within a range of between 8 and 14 feet from finished grade. The lowest point of a projecting sign shall be 8 feet above the finished grade.



Good Example of Projecting Sign

- c. *Specific Information – Multi-tenant buildings:* Tenants on the second

floor may be identified on a projecting sign

5. Sandwich Board/Portable Signs: Any sign, which by its construction is intended to be moved from one location to another.

a. *Number and Size:* One such sign shall be permitted per business. Such signs shall not exceed 10 square feet per side with a maximum of two sides. The maximum height for such signs is 4 feet.

b. *Location:* Sandwich board/portable signs may be located in the front building setback or on sidewalks within the public right-of-way as long as a width of at least 4 contiguous feet of sidewalk is maintained for clearance between the sign and any permanent fixture, such as the building, light pole or curb. Such signs shall not be placed within 30 feet of another sandwich board/portable sign.

c. Specific Information:

- i. Signs shall be compatible with the principal building signage. Plastic signs with changeable copy letters are not permitted. The primary colors of such signs shall be compatible with the colors of the building where the sign is located.
- ii. The sign shall be constructed and sufficiently weighted for stability so as to ensure the safety of pedestrians.
- iii. All portable signs permitted under this section shall be

Signs with too much information can be confusing. Secondary information can be put on windows, doors or awning valances. Projecting signs are encouraged when their scale and design complement the façade.



This type of plastic sign with changeable copy is not permitted.



Good sandwich board/portable sign

maintained in good condition and shall be removed each day prior to the close of business.

- iv. Temporary portable signs for new businesses: The Highland Downtown Development Authority may make temporary signs available to new businesses for display in the Highland Station District. Such signs shall be A-frame signs which state, “The Highland Downtown Development Authority Welcomes [Business Name]” Such signs may be displayed for a period of 30 days within 6 months of the opening of a new business.



Example of bad wall sign – not permitted

- 6. Wall signs: A sign that is attached directly to a building wall, where the sign face is parallel to the building wall.

- a. *Number and Size:* Multiple wall signs may be permitted provided the total sign area does not exceed the maximum area under 1506A-2b. If the Planning Commission permits signage to be placed on a secondary frontage, such sign shall be no larger than the largest wall sign on the principal frontage.



Example of bad wall sign – not permitted

- b. *Location:*
 - i. Signs must be located between the highest first floor windows and the cornice, or if there is more than one story, the highest first floor windows and the second floor windows. Where the Planning Commission has determined that the architecture does not provide a horizontal sign band, a vertically oriented



Example of good wall sign

sign may be allowed, provided that it otherwise complies with the provisions of this Section.

- ii. No wall sign shall cover wholly or partially any wall opening or architectural feature, project beyond the ends or top of the wall to which it is attached or project above the roof surface.
- iii. Wall signs shall not be attached to the outer wall at a height of less than 8 feet above a public sidewalk or at a height of less than 15 feet above public driveways, alleys and thoroughfares.

c. Specific Information – multi-tenant buildings:

- i. A building identification wall sign may be permitted on multi-tenant retail buildings. The maximum size of a building identification sign is 0.25 square feet per lineal foot of principal building frontage. This sign is permitted in addition to the allowable signage calculated under 1506A-2b.
- ii. Tenants on the second floor may be identified on a wall sign located on the first floor sign band, a projecting sign on the first floor sign band, or as a wall sign on the first floor sign band.
- iii. A directory sign is a permitted wall sign that is comprised of individual



Permitted Directory Sign



Examples of good window signage



Example of good window signage

Nameplates no larger than 1 square foot each. These signs are permitted in addition to the allowable signage calculated under 1506A-2b.

- iv. Directory signs may be located below the first floor sign band.
7. Feestanding signs: may be permitted if a building has a front yard setback of at least 30 feet from existing road right-of-way or Historic Highland Station Master Plan right-of-way; whichever is greater.
- a. *Number and Size:* One ground sign is permitted for each development. Ground signs may not exceed a height of 4 feet with 15 square feet per face and a maximum of two faces.
 - b. *Location:* Ground signs must be set back at least 15 feet from the existing road right-of-way or Historic Highland Station Master Plan right-of-way whichever is greater. No signs may be placed within the corner clear vision triangular area as regulated in Section 1706. No sign shall be erected adjacent to any public right-of-way so as to create a traffic hazard.
 - c. *Materials:* Natural materials including stone, brick, wood or similar-looking materials are acceptable. A ground sign shall be compatible in style, material and color with the building it serves.
8. Window Signs:
- a. *Number and Size:* Multiple window signs are permitted provided they do not exceed a total of 12 square feet in area per building face. This signage is permitted in addition to the allowable signage calculated under 1506A-2b. Product or decorative displays shall not be counted as window signs.
 - b. *Location:* Window signs are displayed from inside the building, affixed to business windows and/or doors, or within 3 feet of the windows and/or doors, including affixed letters 6 or more inches in height. Window signs are permitted in floors above the ground floor only if the business has no ground floor occupancy.
 - c. *Materials:* Vinyl letters, paint or metallic leaf that can be applied directly to the glass on the interior, and etching of the glass itself is permitted. Temporary paper signs are permitted and should be neatly presented. Neon-colored paper is not allowed.
9. Other permitted signs in the HS District include the signs described in Section 1503 and those noted below:
- a. Rear entry signs: Businesses that have an entrance in the rear of a building that is not seen from the public right-of-way. are permitted a rear entry sign no larger than 4 square feet total. This

signage is permitted in addition to the allowable signage calculated under 1506A-2b.

- b. Open/closed signs: One such sign is permitted within 3 feet of the window of a business and will not count towards window signage totals, provided that such sign does not exceed 2 square feet.
- c. Address/incidental signage: Any combination of directional or informational signage less than 1 square feet each or letters less than 6 inches high will not be counted towards sign totals.
- d. Historic plaques: Any sign awarded by local or state historic preservation organizations does not count toward maximum signage permitted.