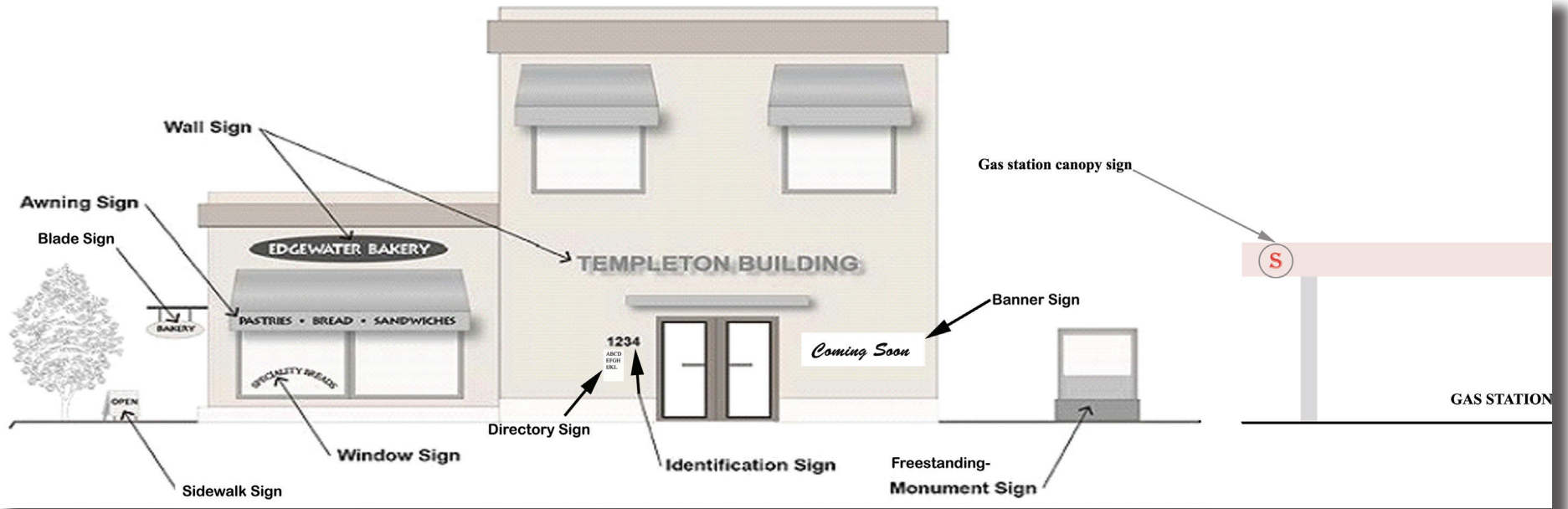




# Plainfield Signage Design Standards



September 17, 2018



## A. EXAMPLES OF SIGNS

1. Awning Sign
2. Blade Sign (Projecting Sign)
3. Freestanding-Animated Monument Sign
4. Freestanding - Monument Sign
5. Gas Station Canopy Sign
6. Directory Sign
7. Reader Board Sign
8. Sidewalk Sign
9. Wall Sign
10. Window Sign

# Awning and Canopy Signs



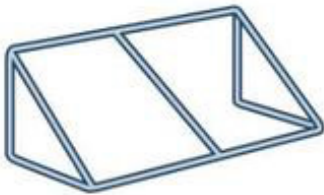
## B. TYPES OF SIGNS

### 1. AWNING SIGNS

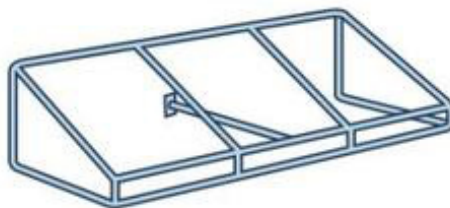
#### (a) Types of Permitted Awnings:

1. Traditional awnings
2. Traditional awnings with rigid valance
3. Lean-To awnings
4. Lean-To awnings with rigid valance
5. Dome awnings
6. Elongated Dome awnings
7. Convex awning
8. Concave awning

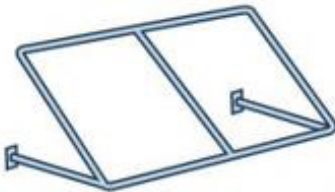
1 Traditional Awning



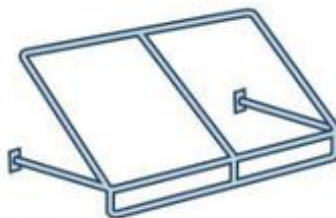
2 Traditional Awning with Rigid Valance



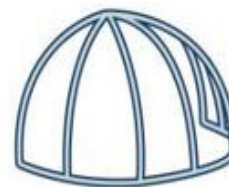
3 Lean -To Awning



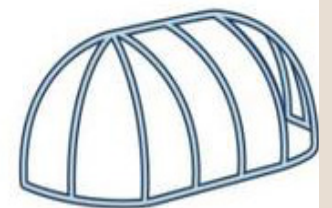
4 Lean -To Awning with Rigid Valance



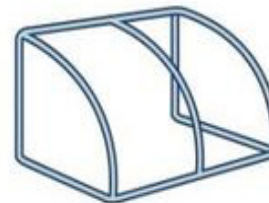
5 Dome Awning



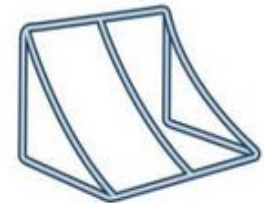
6 Elongated Dome Awning



7 Convex Awning



8 Concave Awning





**(b) Requirements:**

- i. Only one such sign shall be permitted for each ground floor business. Corner lots may have one additional sign on the second facade.
- ii. 'Flood' awning signs are prohibited. The maximum vertical dimension of an awning shall not exceed the horizontal projection dimension
- iii. Awning materials may be either vinyl-laminated polyester, solution dyed acrylic or shade-cloth.
- iv. The color of the awnings shall be limited to three (3) colors including, the background color of any signage. Color limitations do not apply to logos placed on the awning.
- v. An awning or canopy sign may be used in lieu of or in combination with a permitted wall sign. In case of corner lots, awning signs may wrap around the corner. In either case, the total sign area shall not exceed 10% of the area of the first floor facade. Nor shall it exceed 60% of the length of the awning.
- vi. One sign may be placed either on the angular canopy or on the valance of the awning.
- vii. The sign area of an awning shall be calculated based on the total gross printed area.
- viii. A fixed awning shall project no more than 4 feet from the front facade of the building to which it is attached.
- ix. Retractable awnings are permitted to extend up to but not more than 8 feet from the building to which they are attached.
- x. The bottom edge of either a fixed or retractable awning shall be not less than eight feet or more than 10 feet in height above the sidewalk.



- xi. A fabric building canopy constructed over a fixed frame shall not extend beyond the curb-line or 10 feet from the building, whichever is less. No framework or supporting structure shall encumber the sidewalk or impede the public right-of-way.
- xii. Canopies located at the entrance of any dwelling, stores or other buildings may imprint the address of the building. The area occupied by the address should be included in the total sign area.
- xiii. The maximum height from ground level to uppermost portion of such awning or canopy shall not exceed the height of the sill or bottom of any second story window or fourteen feet, whichever is less.

**(c) Lighting**

Only accent lighting shall be used to illuminate the awning sign and shall be placed immediately above the awning (e.g. Gooseneck mounts);





# Blade Signs

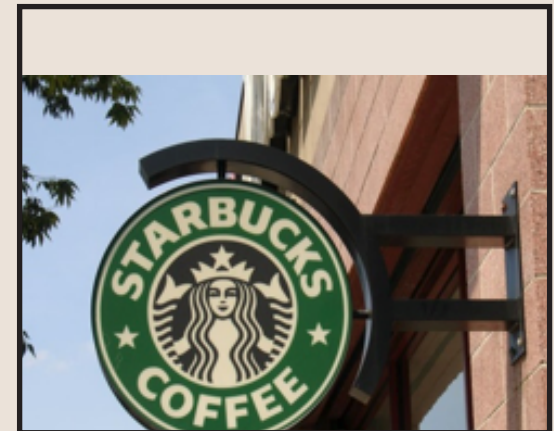
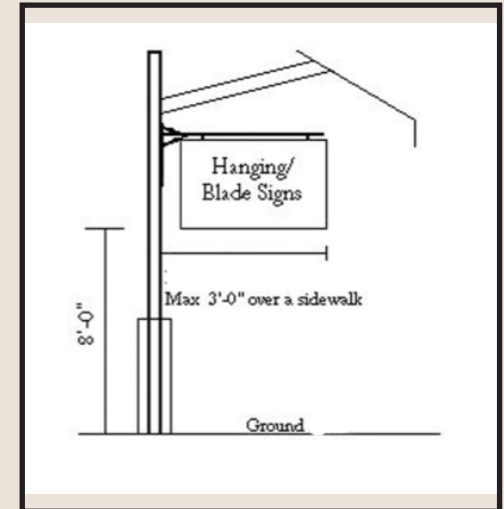
## 2. BLADE SIGN

### (a) Blade Sign Requirements

- i. The overall area of a blade sign can be no more than six (6) square feet;
- ii. The width of a blade sign shall be limited to three(3) feet;
- iii. Only one blade sign shall be permitted per tenant (in a multi-tenant building);
- iv. A blade sign shall not project more than 3 feet over a sidewalk; and,
- v. A blade sign shall be located at a minimum of 8 feet above the sidewalk.

### (b) Lighting

Blade signs shall not be illuminated.



# Directory Signs

## 3. DIRECTORY SIGNS

Non-residential buildings containing multiple tenants may have:

- (a) One (1) wall mounted directory sign for each ground floor entrance to a building shall be permitted, whether such entrance fronts on a street or parking lot.
- (b) The maximum size of the sign shall not exceed eight (8) square feet in area. Such sign may identify all building occupant names and their addresses; however, any individual business shall not occupy greater than one square foot in area of such sign.
- (c) If illuminated, the directory sign shall be externally illuminated. No other type of illumination is permitted.



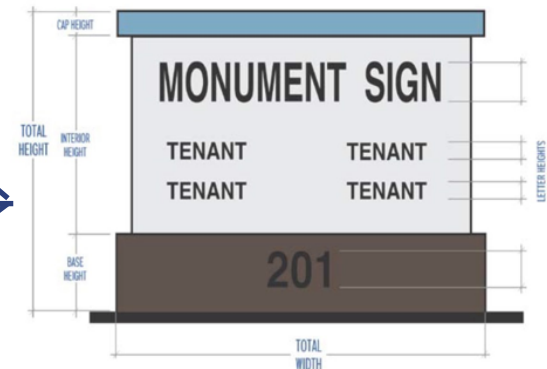
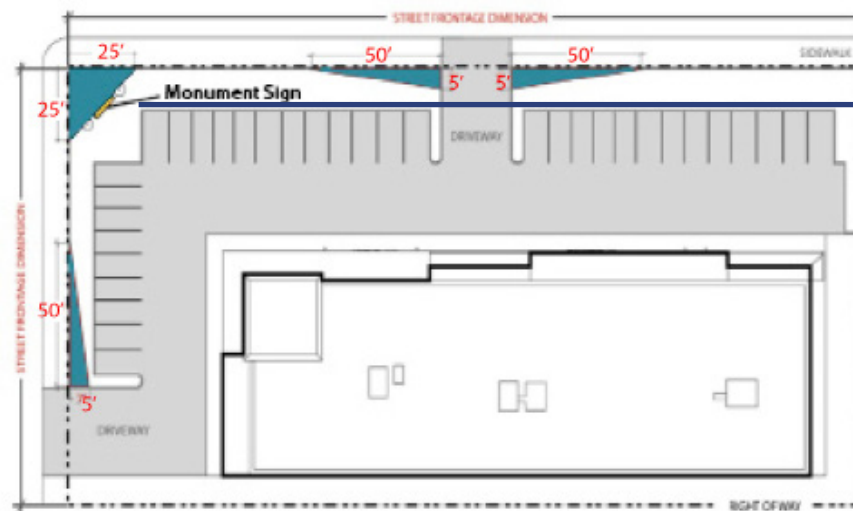
# Monument Signs

## 4. FREESTANDING SIGNS- Monument Signs

### (a) Requirements:

- i. Only one such sign shall be permitted for each principal building.
- ii. Automobile Service Stations shall have no more than four signs of which one sign may be a gas station canopy sign.
- iii. A monument sign shall be permitted on a property that has a minimum front yard setback of ten (10) feet between the principal building and the front property line.
- iv. The maximum sign area shall not exceed 30 square feet, and the maximum sign height shall not exceed six (6) feet.
- v. The base of the monument sign shall be not more than 18 inches in height.

Plainfield Signage





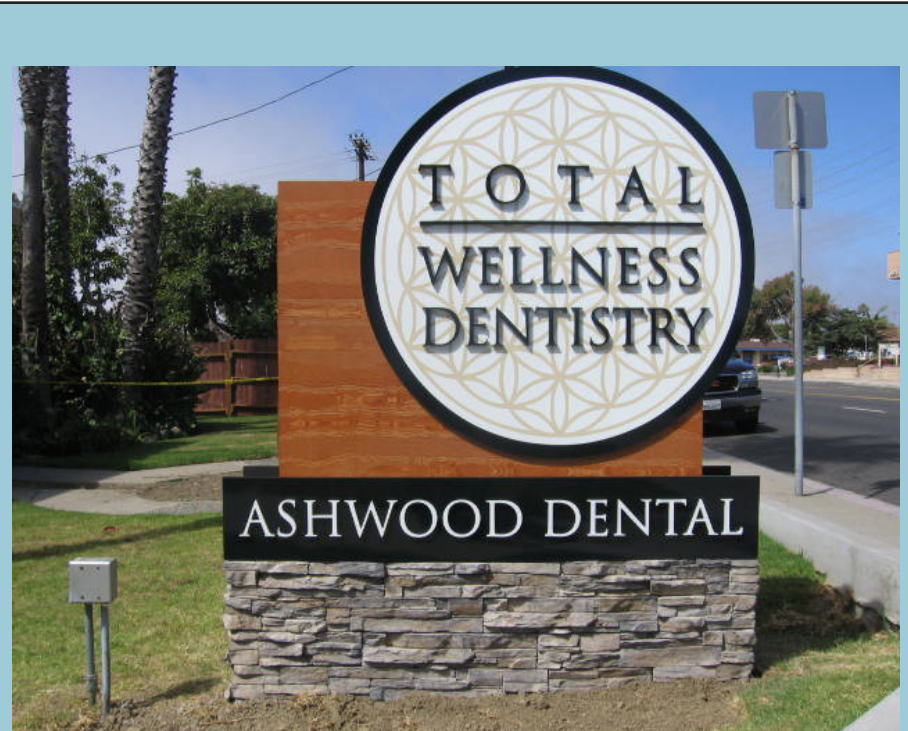
vi. No freestanding sign shall be located or designed so as to interfere with adequate sight distance and line of sight at street intersections, driveway entrances and exits at the street, or at the intersection of internal driveways and access aisles. The Board shall make this determination as part of the required site plan review for the freestanding sign.

(b) **Lighting**

The sign shall be indirectly illuminated, if lit.

(c) **Color**

- i. Colors should relate to and complement the materials and paint scheme of the building.
- ii. The number of colors shall be limited to no more than three (3) on a single sign.



Examples of Monument Signs:





## 5. GAS STATION CANOPY SIGN

### (a) Requirement:

- i. Canopy structures over pump islands may have only one such sign located on the face of the canopy facing the street right-of-way;
- ii. On lots abutting two or more streets, a maximum of two such signs are permitted. The total number of signs on such a lot shall be limited to four (4) signs, and;
- iii. A maximum sign area shall be equal to 30% of the surface area of face of the canopy facing the street right-of-way.
- iv. These type of signs may be internally illuminated or may be illuminated using “halo” lighting.



## Canopy Sign



## 6. SIDEWALK SIGNS

# Sidewalk Signs

### (a) Requirements

- i. All signs shall be of an A-frame design and shall be no more than two (2) feet wide and three (3) feet high. Size of sidewalk signs should be a maximum of six (6) square feet in surface area;
- ii. Maximum height of the letters on the sign shall not exceed 6 inches.
- iii. The sign must be placed so that a four-foot-wide, unobstructed path shall be maintained at all times on the sidewalk. When being displayed outside, sidewalk signs must not disrupt pedestrian walking path. Sidewalk signs should be placed three feet or less from the façade of the storefront;
- iv. Every use shall have only one sidewalk sign on display;
- v. All sidewalk signs must be portable and must be taken indoors at the close of business each day;
- vi. The sidewalk sign shall only be located in front of the building on which the business advertised is located.
- vii. Sidewalk signs shall not be illuminated.

### (b) Material

- i. The sign must be constructed from durable materials compatible with the materials of the building (wood, metal and chalkboard signs are traditional, recommended materials). “Reader board” signs with removable slide-in letters and stenciled or spray-painted signs are not permitted as sidewalk . Plastic signs are not permitted.

## 7. WALL SIGNS

| Materials Permitted |
|---------------------|
| Metal Framed        |
| Wood Framed         |

| Materials NOT Permitted |
|-------------------------|
| Paper Letter Signs      |
| Plastic                 |



Steel Framed sidewalk sign



Wooden Framed sidewalk sign



Weighted Base sidewalk sign



Plastic Framed sidewalk sign

# Wall Signs

## MATERIALS PERMITTED

PVC Substrates and Polycarbonate

Aluminium Substrates

Wooden Substrates

Magnetic Substrates

## MATERIALS NOT PERMITTED

Plastic Substrates (excluding PVC and Polycarbonate) and Acrylic

Foam Substrates

Simple Painted Signs

### (a) Requirements

- i. Permitted sizes of a wall signs shall be form based and will be derived from the sizes of the buildings on which they are placed;
- ii. One wall sign is permitted per business; however, stores that have entryways at the rear side of the building (facing a rear parking lot) may have up to 2 wall signs total;
- iii. A permitted wall sign shall not exceed ten (10) percent of the total area of the façade of the building on which it is placed.
- iv. In any instance in which there are multiple retail/office tenants located on the ground floor or within the same building, each tenant may have one wall sign. The total area of all signs shall not exceed ten (10) percent of the total area of the front façade of the building. For each ten (10) feet of front setback on the property, the percentage of wall signs may be increased by one (1) percent up to a total not to exceed fifteen (15) percent of the area of the front facade;
- v. No wall sign may project more than nine (9) inches from the outer face of a wall and shall not extend over any public right-of-way.
- vi. The maximum vertical dimension of wall sign shall not be more than two (2) feet.
- vii. For uses located on the ground floor, the mounting height of the sign shall not exceed the height of the ground floor or fourteen (14) feet, whichever is less. Buildings with establishments on upper floors may have signs placed higher but the mounting height shall not exceed the height of the building;
- viii. A wall sign may be placed above any entry to a business, on any wall facing a public street, and on any wall facing off-street parking;
- ix. For all wall signs, the size and material shall conform with the Sign Ordinance;
- x. Other graphics and logos shall not be more than 30 inches in height and shall be permitted only on a wall of the building in which the business is located;



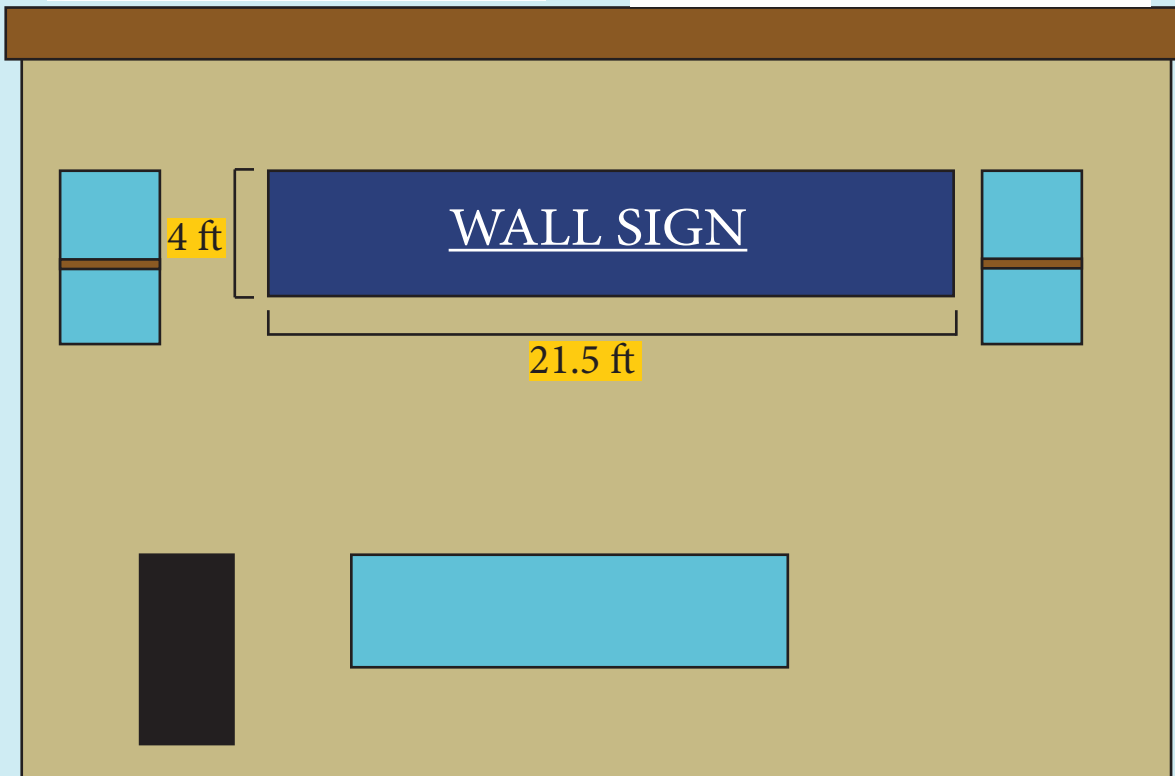
- xi. Sign materials and design shall complement the building's architecture and shall not cover or intrude upon any specific architectural feature of the building.



Wooden Substrate wall sign



PVC Substrate wall sign



Facade Surface Area: 864 ft. squared

Surface Area of wall sign allotted: 86 ft. squared



PVC Substrate wall sign

(b) **Lighting**

- i. All illuminated signs shall be either of the internally or indirectly lighted and non-blinking type or illuminated with “halo lights” and shall not exceed foot candles of light at a distance of ten feet from such structure;
- ii. Exterior light fixtures shall be placed immediately above the sign face (e.g. gooseneck mounts);
- iii. The light from an illuminated sign shall be shielded so that no direct light is cast upon adjacent properties and roadways or to upper floor apartments, and;
- iv. Flashing and animated signs and lit tubes around interior and exterior of windows are prohibited.

(c) **Color**

- i. Colors should relate to and complement the materials or paint scheme of the building;
- ii. The number of colors on any sign should be limited to no more than three (3) on a single sign. Color limitations shall not be applied to logos.
- iii. Signs shall have light colored letters and images placed on a dark contrasting color background, and;
- iv. Excessively bright and fluorescent colors shall be avoided.



## 8. WINDOW SIGNS

# Window Signs

### (a) Requirement:

- i. Actual window signs shall not conceal all of the transparent glass used as window. The maximum area for a window sign is twenty-five percent (25%) of the total window surface area;
- ii. Only two window signs shall be permitted per business;
- iii. Paper signs on windows are prohibited; and,

### (b) Lighting

- i. Window signs shall not be illuminated.





# Animated Monument Sign

## 9. ANIMATED MONUMENT SIGN

### (a) Requirements:

- i. Only one such sign shall be permitted..
- ii. The sign may incorporate changeable lettering to display announcements.
- iii. No such sign shall exceed 12 square feet in area.
- iv. Such sign shall be affixed to the principal building or shall be placed in the front yard in addition to a permitted free standing sign.



# Readerboard Signs

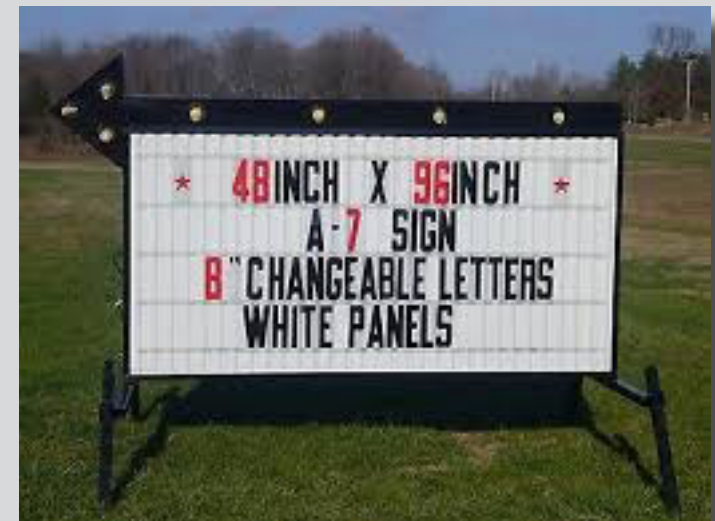
## 10. READERBOARD SIGN

### (a) Requirements:

- i. Any use listed in Section 9-51 G 11 (a) may have either one readerboard sign or a single sign announcing programs and activities. Only one such sign shall be permitted for each principal building.
- ii. The principal building fronting on a street right-of-way with this type of sign shall have a minimum front yard setback of 10 feet.
- iii. A Readerboard sign shall not have more than two sides.
- iv. Messages on the readerboard may not change more frequently than once a day.
- v. Manual readerboards using movable lettering must have a lockable covering.
- vi. The maximum sign area shall not exceed 12 square feet, and the maximum sign height shall not exceed 6 feet.

### (b) Lighting:

The sign shall be externally illuminated.



# Neon Signs



## 11. Neon Signs

### (a) Requirements:

- i. Any use listed in Section 9-51 G 12 (a) may have one inert gas or neon sign, if the neon tubing is and/or comprises the message, word or sign content.
- ii. Such sign shall be placed within the window and shall not exceed more than four square of the window area.
  - i. The number of colors on any neon sign should be limited to no more than two (2) on a single sign.
  - ii. Excessively bright and fluorescent colors should be avoided.
- iii. Flashing, moving or animated neon signs are permitted.
- iv. No neon sign shall be illuminated between the hours of 9:00 p.m. and 7:00 a.m., unless the use to which the sign pertains is open for business during those hours. All neon signs should be turned off daily at the close of the business.