

above the
storefront

The signband above the storefront, or on the transom panels above the display windows, Signband wall signs are traditionally the most prominent graphic feature of shopping streets. Buildings with multiple tenants should create graphic standards. The sign program need not be uniform, but it should enable changes when turnover occurs without damage to the facade.



do's | The over-the-shop signband typically fits into the facade below the second story windows. Often placed above the display or the main entrance.

size of
the sign

Pedestrians across the street and passing vehicles have the best view of the business name on the signband, so the message size has to be calibrated to the width of the street. Regardless of size, the sign should not cover over architectural features such as windows, pilasters, or cornices.

don't's

| The signband should not cover over architectural features. This destroys some of the inherent value and character of a place.

sign
lighting

External lighting of the business name presents a more substantial, enduring appearance than a plastic back-lit box sign. Limit text-based messages to the name of the business. Products, services, and contact information should be located elsewhere on the shopfront.

don't's

| The signband should clearly present the business name. Resist the temptation to load up over-the-shop signs with promotional messages.

can DRAB
help?

The Design Review Advisory Board can assist. As new businesses open and existing ones update ; DRAB may be able to advise business owners interested in high-quality graphics, illumination, and design for their sign art.



Wall SIGNS

Wall Signs

are mounted either flush to the building wall or on to the architectural signband that is often incorporated into the cornice over the ground floor shopfront. Pedestrians across the street have the best view of the business name, so the message size has to be calibrated to the width of the street. Signs comprised of individual letters mounted on a cornice or wall are specifically encouraged. Colors should harmonize with those of nearby businesses.



Cut Out Letters The most inexpensive of the signband types consists of individual raised letters arranged on the building frieze just above the first floor windows.



Plaque Signband The most typical of wall signs, the plaque sign is a piece of wood or metal that has the storefront sign carved into it. This allows for some depth and shadow on the sign, increasing the legibility without increasing the size.



Sculptural Signband The most expensive of the wall sign types consists of a specifically designed sculptural sign that extends up to 12 inches from the facade, but can give an eye catching degree of depth.

General Guidelines

Location: The top of such signs shall extend no higher than the bottom of the window sills or projected bay located on the second story of the building face or fourteen feet above the street level, whichever is lower.

Area: The area of the sign should be in proportion to the size of the building front. Refer to the Town's Sign Code for dimensional specifications.

Letters: The copy of such signs shall not be less than six inches in height.

Projection: Signs shall project no more than twelve inches from the principal face of the building.

Lighting: All wall signs should be externally illuminated.