

Notes

Storefront Materials. Storefronts shall be built of wood, custom metal work, extruded aluminum, (except natural/silver or bronze finishes) or hollow steel frame. Alternatively, storefronts may be built of a “synthetic wood” such as Azek, Synboard, or a similar material approved by the Town Architect. Thin storefront framing members shall have some other part of the design that is thick to contrast it against. Storefront colors shall be compatible with the neighborhood.

Glass. Storefront glass shall be clear, as any saturation will cause the display to become invisible behind the resulting reflection. Neither reflective (mirror) nor colored glass shall be permitted on any shopfront or windows above.

Neon. Neon may be used inside a storefront window and elsewhere as noted.

Unified Design. The shopfront door, signage and lighting shall be designed as a unified design.

Fenestration. Fenestration at ground floor commercial uses shall not be less than 70% void. Storefront windows shall be between 2 ft. and 2.5 ft. above ground level and shall reach to within 1 ft. of first floor ceiling height. Storefront windows shall be lit at night.

Kick Plate. Shopfronts shall have a continuous kick plate between 18" and 36" high.

Color. Storefronts shall be a single, near-black dark gloss or white background color.

Signs. Signs shall be integral to the design of the buildings and/or storefront. See Section B, Items 88-97.

Encroachment. Awnings, Lights and Signs may encroach into setbacks and across R.O.W. lines but not onto private properties.

Frontage Setbacks. Frontage setbacks shall be paved to match the sidewalk.

Muntins. Muntins are discouraged.

Attachments. Storefronts shall have mounting bolts for awnings, signs and lighting whether or not such items are installed at the time of initial construction.

Commercial Uses. Commercial uses are encouraged to place tables, chairs and temporary displays on the public sidewalk provided a 5-foot wide clear corridor is maintained for pedestrians.

Commercial Building Lighting. All exterior lighting for commercial buildings shall be reviewed by the Town Architect on a case-by-case basis

Exterior Lighting. Warm spectrum color.

Interior Lighting. All retail establishments shall be lit in the incandescent (warm white) spectrum, whatever technology is used. Small spotlights (ideally halogen) are recommended rather than a uniform wash of light. Storefronts windows shall be lit at night. After closing, display lights should be kept on at approx. 50% power until 10 PM.

Security Gates and Shutters. Solid metal security gates and solid rolldown windows are not permitted. Link or grill security devices are only permitted if installed from the inside, within the window or door frames.

Hours of Operation. The hours of operation of non-residential land uses may be restricted by the Town Architect to minimize nuisances to adjoining property owners. Restriction on hours of operation may be imposed on existing uses by the Town Architect. Property owners shall comply within 30 days of receipt of notice from the Town Architect. Alternatively, such restrictions may be imposed by the Town Architect as a condition of issuance of a building permit.

STOREFRONTS

88 Board Signs



Board Signs consist of painted or vinyl graphics on a signboard; attached to any part of a building, but most commonly a wall. An establishment may have Board Signs or Band Signs, but not both. The cumulative area of all Board Signs for an establishment shall be limited to the width of the storefront multiplied by two.

89 Home Occupation Signs



These signs are simple one- or two-sided signboards mounted on legs in a yard, or attached to a fence or wall. They may not be lit and may not exceed 1.5 square feet.

90 Ground Signs



Ground Signs are permitted only by approval of the Town Architect.

SIGNAGE

Signage in walkable neighborhoods is almost exclusively oriented first to the pedestrian, as it should be. Characteristics of such signage to be incorporated are:

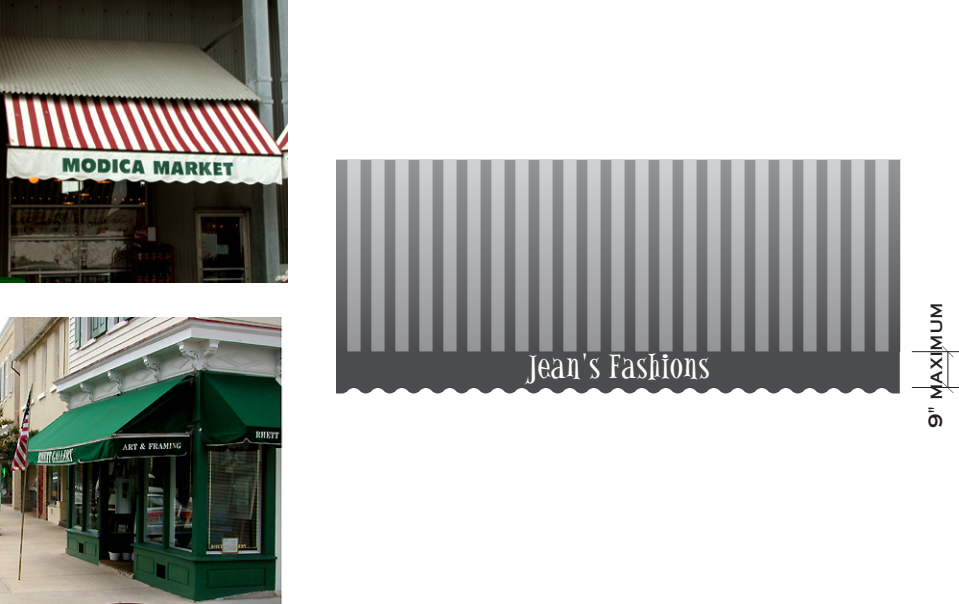
- Sign Materials: Signs shall be constructed of painted wood, synthetic wood or metal, or they may be painted on building walls or windows where allowed. Solid acrylic letters and logos are permitted.
- Attachment: Because buildings are usually pulled close to the sidewalk in a walkable town center, nearly all of the permitted sign types are attached to the buildings themselves.
- Size: Pedestrian-oriented signs can be much smaller and yet do a better job because they can be much closer to the people who see them. Signs applied to architectural features of a building shall be measured to the extremities of text and/or graphic logos or other symbols. Signs applied to dedicated sign boards shall be measured to the extremities of the board.
- Lighting Type: Because they are smaller and closer to the people they serve, pedestrian-oriented signs shall be lit with external incandescent, quartz, or neon lighting.
- Lighting Location: Because hardboard signs are more substantial than acrylic or vinyl signs, all illuminated signs shall be lit by a light source that is above or in front of the sign board. Backlit signs are not permitted.
- Blade Signs: Blade signs require 3-dimensional elements.

91 Awning Center Signs



Awning signs shall be painted directly on canvas. Signs that occupy the sloping portion of the awning may occupy up to one third of this area, or, if painted on the side of the awning, may occupy the entire end. Signs are obviously more effective if painted onto solid-color awnings rather than striped awnings, unless the stripes are colors with little contrast.

92 Awning Fringe Signs



Awning signs shall be painted directly on canvas. Signs that occupy the fringe of the awning may fill the entire height and width of the fringe up to a maximum fringe height of 9". Awning fringes may be made of solid-color canvas for the best signage contrast, while the awning bodies may be striped. Awning fringes often pick up one of the colors of the awning stripes.

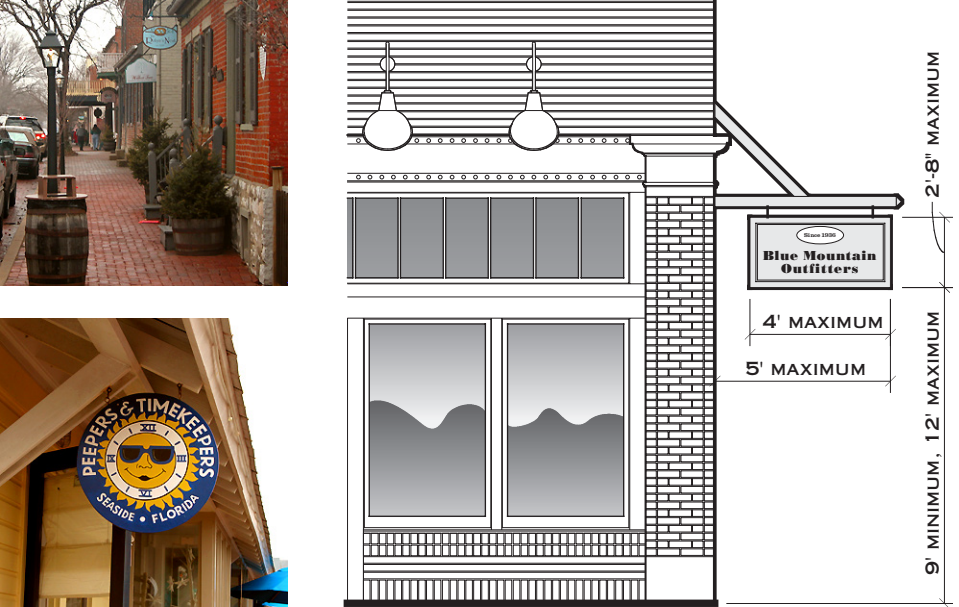
Signage Type	Appropriate Transect Zones		
	T3	T4	T5
Board Signs	Yes	Yes	Yes
Home Occupation Signs	Yes	Yes	Yes
Ground Sign		Yes	Yes
Awning Center Signs		Yes	Yes
Awning Fringe Signs		Yes	Yes
Band Sign		Yes	Yes
Blade Sign		Yes	Yes
Painted Wall Signs			Yes
Vertical Corner Signs			Yes
Window Signs			Yes

93 Band Signs



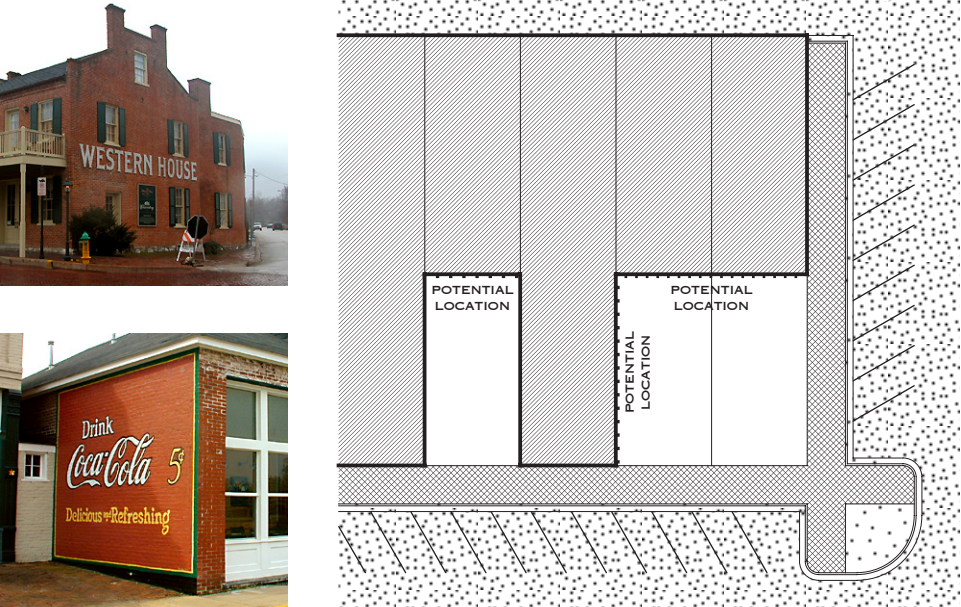
A band sign consists of a band of lettering often across the entire width of the building. If lit, they must be front-lit with gooseneck lights. Band signs generally occur just above the top of first-level glazing, often on an exposed beam face or entablature, such that the bottom of the text is 10'-12' above the sidewalk.

94 Blade Signs



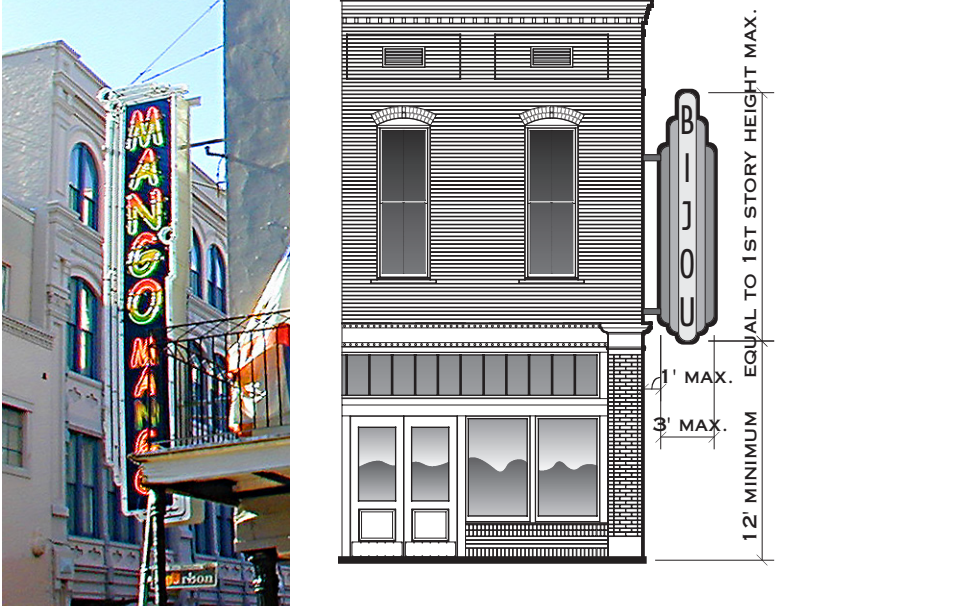
Blade signs may either project from a wall or hang from an overhanging architectural element. In addition to the size limitations shown above, no blade sign shall exceed 6 sq.ft. in T4 or 8 sq.ft. in T5. Brackets or other suspension shall not be computed as part of the allowable size of the sign. Blade signs require 3-dimensional elements.

95 Painted Wall Signs



This type of sign may occur with the Town Architect's approval.

96 Vertical Corner Signs



Vertical corner signs may either project perpendicular from one side of the building, or may project at a 45° angle to the corner. They may be constructed of either signboards or metal, and may be lit either with gooseneck lights or with surface neon.

97 Window Signs



These signs may either be neon behind the glass or paint or vinyl applied directly to the glass. Neither shall be mounted on opaque material.

Additional Notes

Rooftop Signs. Rooftop signs meant to be viewed from great distances may be permitted only by the Town Architect.

Plaque Sign. On all buildings other than single family house and row houses a plaque sign less than 2 sq. ft.: made of bronze, aluminum, concrete or stone, shall be permanently affixed in a conspicuous location inscribed with the name of the architect and the date of completion.

Security and Real Estate Signs. One sign providing notice of a security system is permitted at each frontage and shall be affixed to a building. One real estate sign advertising a property for sale or rent may be displayed at each frontage.

Encroachment. Signs may encroach into setbacks and across R.O.W. lines but not onto adjacent private properties.

Address Numbers. Numbers of metal, ceramic or paint (not letters spelling numbers) shall be placed near the front door or front porch steps. Numbers shall be mounted to the door, the wall beside the door, the entablature, a square porch column or the top riser.

Parking Directional Signs. Parking directional signs which are in addition to the tenant sign shall follow the requirement for other signage except that they may be 1.5 times the size and may be in addition to the tenant sign.

Waivers. The Town Architect at its sole discretion may waive some of the above regulations if a proposed sign or light is presented as a site-specific piece of civic art.