

Part III: Signage (S Prefix)

Signage is one of the most important features of a commercial facade. Inappropriate signs, more than any other single feature, can detract from even the most attractive storefront. The attractiveness of signage is likely a high contributing factor to whether or not a pedestrian will enter a store; its design should be high-quality and carefully planned.



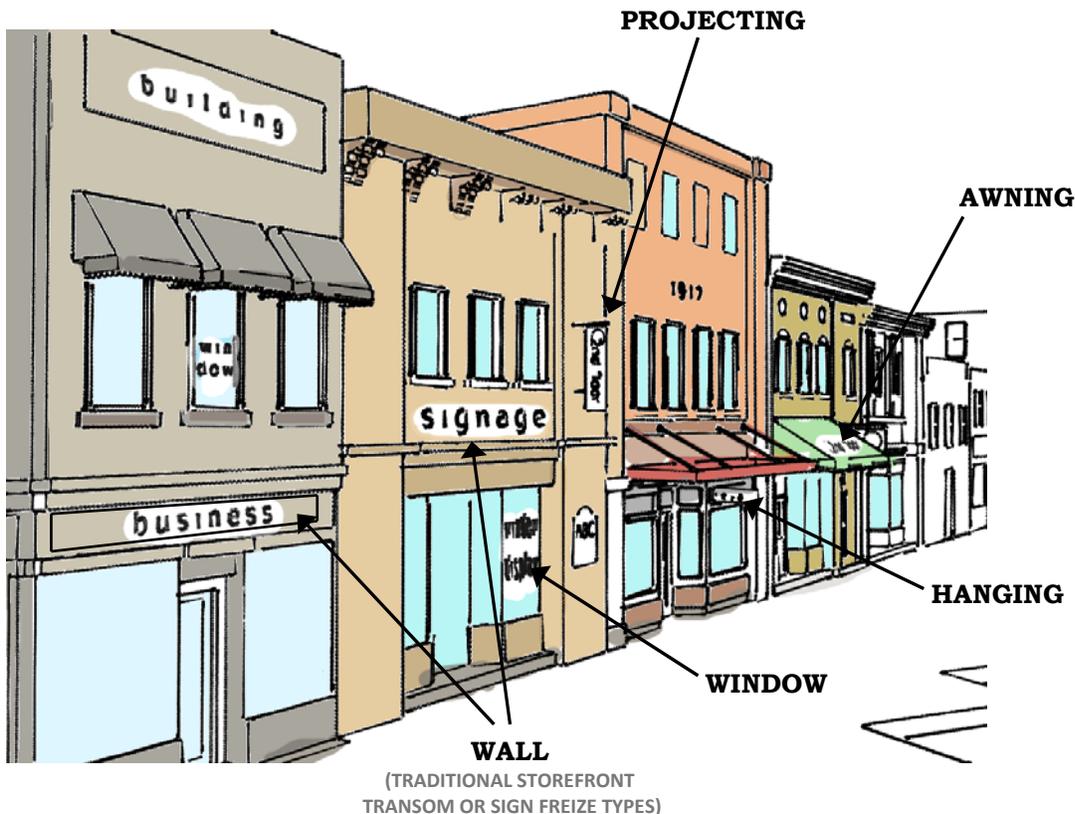
Well-designed, pedestrian-oriented signs can be major assets to a building and make positive contributions to the general appearance of the street. Pedestrian-oriented signs are signs that are designed for and directed toward people on foot, so that they can easily and comfortably read the sign as they stand adjacent to a business.

Section 1: Commercial Buildings

- S1.0** All signs shall conform to the Sign Code regulations provided by Triple S Planning and Zoning. All signs require a permit from Triple S Planning and Zoning.
- S1.1** The primary focus of signs in downtown Shelbyville shall be pedestrian-oriented in size, scale, and placement, and shall not be designed primarily to attract the notice of vehicular traffic.
- S1.2** Permanent' sign types that are allowed are: awning, hanging, projecting, wall, and window signs. Freestanding signs will not be considered except in cases where a detached building is set back from the street.
- S1.3** Temporary (i.e., sidewalk, easel-mounted or freestanding) signage is permitted as long as it is in compliance with other city codes, and does not obscure significant streetscape vistas or architectural features.
- S1.4** In no case shall a temporary sign substitute as a permanent sign.
- S1.5** Wall signs must be flush-mounted on flat surfaces and done in such a way that does not destroy or conceal architectural features or details.

Part 3: Signage

SIGN TYPES AND LOCATIONS



- S1.6** Signs identifying the name of a building, the date of construction, or other historical information should be composed of materials similar to the building, or of bronze or brass. These building identification signs should be affixed flat against the building and should not obscure architectural details; they may be incorporated into the overall facade design or mounted below a storefront cornice.
- S1.7** Signs should be subordinate to the building's facade. The size and scale of the sign shall be in proportion to the size and scale of the street level facade.
- S1.8** Storefront signs should not extend past the storefront upper cornice line. Storefront signs are typically located in the transom area and shall not extend into the storefront opening.
- S1.9** Signs for multiple storefronts within the same building should align with each other.
- S1.10** Existing signs of particular historic or architectural merit, should be preserved. Signs of such merit shall be determined at the discretion of the Historic District Commission.
- S1.11** Wall-mounted signs on friezes, lintels, spandrels, and fascias over storefront windows must be of an appropriate size and fit within these surfaces. A rule of

thumb is to allow twenty (20) square inches of sign area for every one foot of linear façade width.

- S1.12** A hanging sign installed under an awning or canopy should be a maximum of 50% of the awning or canopy's width and should be perpendicular to the building's façade.
- S1.13** A projecting sign shall provide a minimum clearance of eight feet between the sidewalk surface and the bottom of the sign.
- S1.14** A projecting sign shall be no more than fifteen square feet in size with a maximum sign height of five feet.
- S1.15** A larger projecting sign should be mounted higher, and centered on the facade or positioned at the corner of a building.
- S1.16** A projecting sign shall in no case project beyond 1/2 of the sidewalk width.
- S1.17** A window sign should cover no more than approximately thirty percent (30%) of the total window area.
- S1.18** Sign brackets and hardware should be compatible with the building and installed in a workman-like manner.
- S1.19** The light for a sign should be an indirect source, such as shielded, external lamps.
- S1.20** Whether they are wall-mounted, suspended, affixed to awnings, or projecting, signs must be placed in locations that do not obscure any historic architectural features of the building or obstruct any views or vistas of historic downtown.
- S1.21** Signs illuminated from within are generally not appropriate. Lighting for externally illuminated signs must be simple and unobtrusive and must not obscure the content of the sign or the building facade.

Section 2: Residential Property Types

- S2.0** Lawn signage of any type in residential areas where buildings serve mixed use or commercial purposes must comply with Triple S Planning and Zoning. Otherwise, their design, materials, and workmanship should be determined "appropriate" by the Historic District Commission before being installed.



Appropriate sign treatment for upper story tenant



While projecting signs are permissible, certain sign placements, intended to attract the notice of people riding in vehicles, are generally inappropriate.