

### CHAPTER 6

#### A. SIGNS

Signs can complement or detract from the character of a building, depending on their design, placement, quantity, size, shape, materials, colors, and condition.

All signs shall conform to these guidelines, in conjunction with the existing sign section of the City of Hopewell's Zoning Ordinance. Where the guidelines herein are more restrictive than the ordinance, the guidelines should take precedence. **You shall seek prior approval from the ARB and the Department of Development prior to erecting any signs.**

#### Design, Compatibility and Execution

- The design of signs in the City Point Historic District should reinforce and relate to the existing architectural character and era of the building.
- Commercial signs should fit within the building's design and should not obscure significant design elements of the building it is identifying.
- Ensure that signs are readable and convey an image appropriate for the business. Sign painters or graphic designers can assist with sign design.
- Signs should be executed by sign professionals who are skilled at lettering and surface preparation.

#### Size and Number

- The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.

- A limit of one sign is appropriate for most buildings in the City Point Historic District.
- **Total square footage of all signs shall not exceed 20 square feet.**

#### Shape, Color, Materials and Lighting

- As appropriate, make the shape of the sign conform to the area where the sign is to be located.
- A projecting sign may take the shape of the product or service provided.
- Use colors that complement the materials and color scheme of the building, including accent and trim colors. **Three colors are recommended, although more colors can be appropriate with some designs.**
- Use traditional sign materials such as wood, glass, gold leaf, raised individual metal or painted wood letters on wood, metal, or glass. Vinyl that approximates the appearance of these materials may also be acceptable.

#### Lettering Styles

There are many lettering styles that may be appropriate for signs in the City Point Historic District. Consideration should be given to using lettering styles that relate to the era of the building's architecture, while ensuring that the signs are easily read from a distance.

### Maintenance

Signs should be kept in good repair. Signs that are not properly maintained and that have no historical significance should be removed.

Additionally, City Point walking tour signs should be maintained in good order by the City.

### TYPES OF SIGNS

#### Wall-Mounted Signs

Wall-mounted signs are limited to city approved historic plaques, as defined in ARTICLE XIV-B, Section V, Historic Markers, of the City's ZONING ORDINANCE governing the TOURIST/HISTORIC DISTRICT (TH-1).

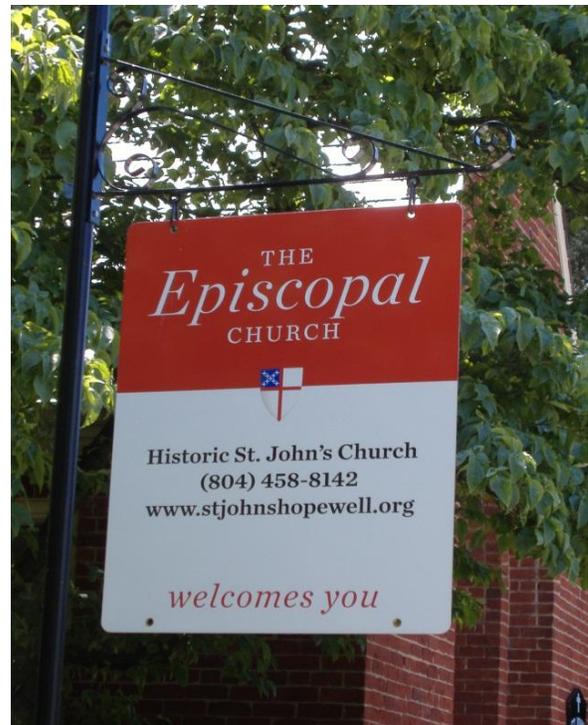


*Historic Plaque at 1013 Maplewood Avenue*

### Projecting Signs

Hung from brackets or otherwise mounted so that they hang perpendicular to the building, these signs can also be attached to the underside of an approved awning. They are intended for viewing from a moderate distance by pedestrians. **Maximum size: 10 square feet.**

- For commercial buildings, projecting signs should be placed at a height of at least 9 feet from the sidewalk and extend no more than 4 feet from the vertical surface of the building.
- When used for a residence converted to professional use, a small projecting sign can be attached to the wall at the first floor or to a porch column. Sign placement should never be higher than the top of the porch.



*Example of projecting sign in the City Point Historic District*

### Awning and Canopy Signs

A sign can be painted, screened, applied or sewn onto the front panel or valance area of an awning as appropriate.

- To determine maximum size use the following formula. Typically, the drop of an awning valance measures between 6 and 8 inches. Letters should be sized to allow for an inch of open space at both the top and bottom of the valance and the **lettering should extend no more than 75% of the width of the awning.**
- Hand-painted or individually made fabric letters are prohibited. Sign letters must be professionally applied.

### Roof Signs

Roof signs are not allowed in the historic district.

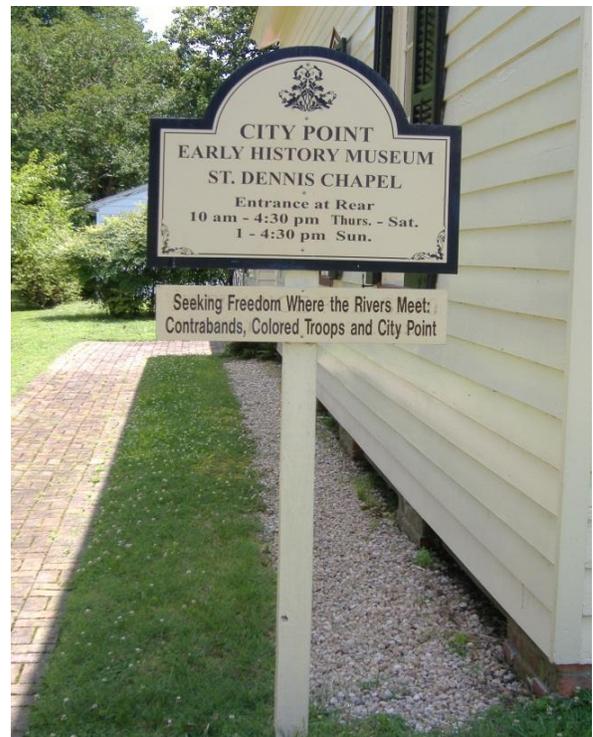
### Temporary Signs

- Businesses are prohibited from displaying banners in the City Point Historic District.
- **Special occasion banners (example: baby, shower, graduation, welcome home, birthday parties, etc.) are permitted on private residences but must be removed within 3 days of the celebration.**
- **Seasonal lighting and decorations must conform to and be consistent with current building code.**
- For guidance related to all other residential exterior decoration, please refer to **Chapter 5, Site Elements.**

### Free-Standing Signs

Free-standing signs are mounted to wooden or iron posts and placed in front of buildings that are set back from the street. An example is pictured below.

- A pole-mounted, free-standing sign should be no higher than 10 feet, and the **total sign area should not exceed 16 square feet.**



*Example of free-standing sign in the City Point Historic District*

### **B. AWNINGS**

Awnings can contribute to the overall image of the City Point Historic District by providing visual continuity for an entire block and covering any unattractively remodeled transom areas. They can also protect interiors from damaging sunlight and conserve energy.

#### **Types**

##### **Standard Sloped Fabric Awnings**

Whether fixed or retractable, sloped awnings are the traditional awning type. They are appropriate for most historic buildings, both residential and commercial.

##### **Boxed or Curved Fabric Awnings**

A more current design treatment, this type of awning may be used on non-historic buildings.

#### **Design and Placement**

- Choose awning designs that do not interfere with existing signs or distinctive architectural features of the building or with street trees, street signs, or other elements along the street.
- Awnings should fit the width and shape of any storefront or window openings that it covers. For instance, straight sloped awnings work best on rectangular storefronts while curved awnings work well on arched openings.
- Make sure that the bottom of the awning valance is at least seven (7) feet above the sidewalk.

#### **Materials**

- Fabric awnings are the traditional material for awnings and should be used in the historic district.
- Avoid using metal, plastic awnings or shiny, plastic-like fabrics.

#### **Color**

- Coordinate awning colors with the overall building color scheme.
- Solid colors, wide stripes, and narrow stripes may be appropriate, but not overly bright or complex patterns.

#### **Lighting**

- Backlit awnings or canopies used as illuminated signs are not appropriate in the City Point Historic District.