

## 5.5 Signs

### 5.5.1 Buildings as Signs

- **Consider your building front as a part of the sign**  
A sign serves two functions: first, to attract attention, second to convey information. If the building front is nicely renovated, it can serve the attention-getting function, allowing the sign to be focused on conveying information.

### 5.5.2 Sign Types

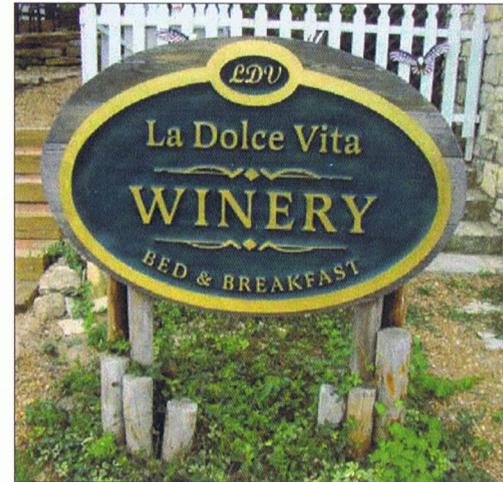
- **These types of signs may be considered:**
  - Rush-mounted signs (usually mounted flat to the wall, just above the display windows)
  - Short free-standing signs.
  - Projecting signs (near the business entrance, near eye level)
  - Window signs (painted on or hung just inside)
  - Awning signs (often including a symbol)
  - Monument signs affixed to the ground for auto-oriented businesses
  - Product display signs (lively and changing)

### 5.5.3 Inappropriate Signs

- **These types of signs are inappropriate for Downtown:**
  - Tall free-standing signs
  - Flashing signs
  - Signs that visually overpower the building

### 5.5.4 Sign Location

- **Position flush-mounted signs so they will fit within architectural features**  
These should help reinforce horizontal lines along the street. Coordinate the color scheme with the building front. Locate flush signs so they do not extend beyond the outer edges of the building front. Look to see if decorative moldings define a "sign panel" for flush mounted signs.



Short free-standing sign.  
(Washington, Missouri)



Awning which serves as a sign.  
(Washington, Missouri)

- **Mount signs so they do not obscure architectural details**  
Note that you must have a permit for most signs Downtown. Check with the City before ordering any new signs or repairing existing ones.
- **Locate pole-mounted signs in landscaped areas**
- **Position flush-mounted signs so they will fit within architectural features**  
Place signs near the business entrance, to guide your customer's eyes to the door. Use symbols in projecting signs. These are more easily identified and remembered. They also add interest to the building.
- **Where several business share a buildings, coordinate the signs**  
Align several smaller signs, or group them onto a single panel as a directory to make them easier to locate. Use similar forms or backgrounds for the signs to tie them together visually, making them easier to read.

#### 5.5.5 Sign Material

- **Sign materials should be compatible with the facade materials**  
Painted wood and metal are encouraged as sign materials because they relate well to the buildings. Use plastic only in limited amounts. Avoid highly-reflective materials that will be difficult to read.
- **Invest in high quality sign materials**  
Good craftsmanship will pay off in longer service for your sign, and will convey a stronger image to the public. Select high quality materials: signs are exposed to extreme weather conditions and a deteriorating sign presents a poor image to customers. Use a custom design that portrays your business as being unique. Mass-produced signs, especially rectangular plastic panel ones with internal lighting, fail to make a lasting impression.

#### 5.5.6 Sign Illumination

- **Indirect light sources are best for signs**  
These focus light on the sign and objects that are on display so the viewer's eye moves comfortably between the two elements. Glare is also minimized.
- **Illuminate signs in such a way as to enhance the overall compositions of the facade**



Signage located along first floor of buildings.  
(Washington, Missouri)



Flush mounted sign over store entrance attracts customers.  
(Washington, Missouri)