

Signs

Building facade signs have a legitimate function in any commercial center. Their main role is to provide necessary information, specifically to identify the offering and location of shops, stores, and related facilities such as parking. Other functions include the presentation of directions to important places or areas within the City, and the announcement of important commercial or civic/cultural events such as festivals or parades. Small, well designed signs attract the eye, and are supportive of existing local architectural character. Large, garish, obtrusive signs may cause sensory overload. Well-designed signs complement each other and attract attention to the buildings and services or products they advertise. Badly designed signs intensely compete with each other and visually confuse.

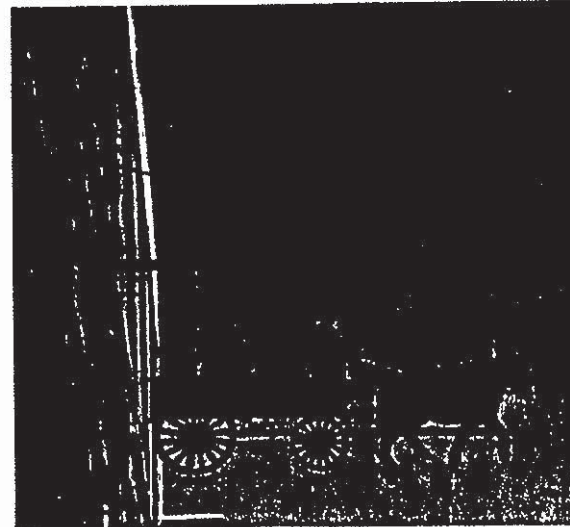
Signs in the Commercial Core of Robbinsdale should be pedestrian-oriented in size and shape. Sign graphics should be simple and bold with sufficient contrast between the lettering of a sign and its background. Signs flush with the building wall should complement the architectural elements of the building. The location, size and proportion of signs should complement the building and its proportions. (See Illustration)



NO. SIGN OUT OF PROPORTION WITH BUILDING.

YES. SIGN IN PROPORTION WITH BUILDING.

The height of new signs should not extend above the window sills of a building's second floor. Wherever facade canopies, awnings, or marquees are used, place building signs, if possible, below the overhang. Signs on one story buildings should not project above the cornice or building parapet line. All roof mounted signs and billboards should be excluded from consideration. Pole or pylon signs are inappropriate for the area.



PROJECTING SIGNS:

MAX. SIZE : 6 SQUARE FEET

MIN. CLEARANCE, SIGN TO SIDEWALK : 10 FEET

Symbolic and historic three dimensional signs such as barber shop poles and appropriately sized projecting signs (six square feet maximum) are encouraged. Signs that do project out from the building should be kept a minimum of 10 feet above the walkway to provide safety and discourage vandalism. (See illustration)

Paper/fabric signs attached to the interiors and exteriors of store windows should be discouraged except where a temporary public notice is required.

Materials for signage should be consistent with the character of the area. Wood, painted wood, and metal signs are encouraged. Acrylic signs and acrylic back lit signs are discouraged. Neon signs are permitted inside shop windows, on the street level, if not overused. Neon is not appropriate on the exterior of the building.

Painted window signs following the general theme of the area are encouraged. Window signs should not consume more than one-third of the glazed area on the street level.



Wall signs and murals are a traditional form of advertising and can enhance a large blank wall area and would be considered on a case by case basis.

Multiple tenant buildings should coordinate the signage for the entire building facade and submit a sign program for the entire building. (See illustration)

TENANT A: 14 SQ. FT. SIGN
 TENANT B: 21 SQ. FT. SIGN
 TENANT C: 28 SQ. FT. SIGN
 TENANT D: 28 SQ. FT. SIGN
 TENANT E: 21 SQ. FT. SIGN

define the % of area



BUILDING SIGN PROGRAM

Signage should have the capability of being lit in the evening, although the source of said light should not be visible to motorists or pedestrians. See lighting criteria. Halo lit signs (the light source concealed behind each individual cut-out letter), though not a traditional form of sign lighting, may be appropriate if designed to respect the character of the area.

Product signs are discouraged. Outdoor vending machines such as soda machines, ice freezers, etc., tend to act as large product billboards and are inappropriate to the area.