

SIGNAGE ON HERITAGE PROPERTIES

1.0 Guidelines For Signage In The Heritage Sign Special Policy District

1.1 Introduction

The purpose of the Heritage Conservation District's sign requirements, as defined in the Town's Sign By-law, By-law #8-2009, is to provide for the development of signage which is consistent with the predominantly late 19th Century architecture which exists within the downtown. The regulations in By-law #8-2009 pertaining to this district are intended to ensure a broad consistency with respect to style and design. The goal of these guidelines is to assist in the development of signs to ensure that any new signage respects the integrity of the building as well as the age and general character of the entire district. The regulations of By-law #8-2009 will prevail in the event of a conflict between these guidelines and the By-law. The colours, fonts, shapes, materials and scale of all signs should be historically sensitive to the building and the Downtown's Commercial Core District. Signage should enhance the architecture of a building and the distinctiveness of the downtown. Well designed signs add to the impression of overall well-being and vitality of a district and create a positive impression of the commercial health of the Town. Signs should not disfigure or conceal any significant architectural features of a building. Sign permit applicants are encouraged to consult with the Planning Department and with LACAC/HDAC when developing signage ideas.

1.2 Approval Procedure

Applications for sign permits within the Commercial Core District will be reviewed by the Planning Department and LACAC/HDAC. Sign permit applications for properties within the Commercial Core District will also be subject to the approval of a Heritage Permit Application.

1.3 Types of Signs

The following signs are permitted: wall-mounted signs, projecting signs, awning signs, sandwich board signs, and window lettering. (See Photo A) The following are not permitted: sign boxes, back-lit signs, flashing signs, rotating signs, animated signs, neon signs, signs painted on walls and bubble or waterfall awnings. (See Photo B) Traditional awnings that are made of fabric or vinyl are permitted and are to be located below the sign band. (See Photo C).

When there is not an original historic sign band, a mounted sign board with framed border is encouraged.

1.4 Sign Placement

Objective

To position signs in such a way that they respect the age, architecture and scale of historic buildings as well as the historic nature of the overall streetscape.

Guidelines

1. Signs should work within and not conflict with existing architectural features.
2. Signs are to be located within the building's original sign band and mounted with decorative brackets and cornices that complement the building's architecture.
3. Signs are to be attached in a manner that does the least amount of damage to the building's façade.
4. Signs can be lettered onto display or transom windows.

5. Only one (1) wall-mounted fascia sign is permitted per façade.
6. Signs are not permitted above the first floor.
7. Roof-mounted signs are prohibited.

1.5 Design

Objective

A sign's design should be integrated into the overall design of the façade and not be the most visible element on the building. The shape, material, texture, colours and method of lighting should all be compatible with the building's architecture.

Guidelines

Size

1. A sign should be in proportion to the building and not dominate or overwhelm the façade.
2. Maximum coverage of the sign is defined in the sign by-law as 0.6 meters per linear meter of storefront. In Imperial terms, this is calculated by measuring the total length of the storefront in feet and multiplying this distance by the multiple of 2 which will provide the maximum total square footage of the sign. For example, if the store frontage was 20 linear feet, this would be multiplied by 2 which may provide the applicant the ability to provide a sign with a maximum square footage of 40 square feet if appropriate.
3. Sandwich Board signs should not exceed 0.6 meters wide by 0.9 meters high on each side (or 2' by 3'). This is in addition to the size of the legs which shall not exceed 0.15 meters or 6 inches.

Content

1. Identification, not advertising is to be the primary reason for placing signs on historic buildings.
2. Wording should be simple and concise, referring to the business name and, possibly, the overall nature of the business, e.g. JOHN KEARNS / DRY GOODS. Too much wording dilutes the message, especially for passing motorists.
3. Phone numbers, email and street addresses are discouraged.
4. Street numbers should be clearly visible either on the door itself or on the transom.
5. Symbol signs are encouraged because they can be read quickly, add interest to the streetscape, are easier to remember and were often used historically. (See Photo D)
6. Corporate signage is expected to comply with these guidelines and may require some adaptation in order to be more sympathetic to a heritage building. (See Photo E)

Materials

1. Traditional materials such as wood, metal (brass or bronze), leather, glass and fabric are to be used.
2. Plastic should not be the predominant material on any sign. High-gloss plastic is prohibited.
3. Metal frames are encouraged for sandwich board signs as they provide better durability than other sandwich board materials (See Photo F).

Lettering

1. Sans-serif typefaces (or fonts) are preferred because they are easy to read. Some examples of acceptable serif fonts are: Bookman, Garamond, Goudy and Times Roman.
2. Letter forms and designs should occupy no more than two-thirds of the total sign area. The maximum letter or symbol height should be 45 cm.

Colours

1. Colour choice should be based upon the approved Cobourg Heritage Colour Palette, available from the Planning Department.
2. A limit of three (3) colours which complement the building façade should be used per sign.
3. Fluorescent and very bright colours are prohibited.

1.6 Lighting

Objective

Lighting should produce an effect similar to daylight.

Guidelines

1. Signs shall be illuminated only from an external, shielded source such as a goose-neck light or pot-light.
2. Fluorescent lighting and sodium vapour lighting are both strongly discouraged.
3. Internally illuminated signs are prohibited, as per the Sign By-law.

Photo A
Window Lettering

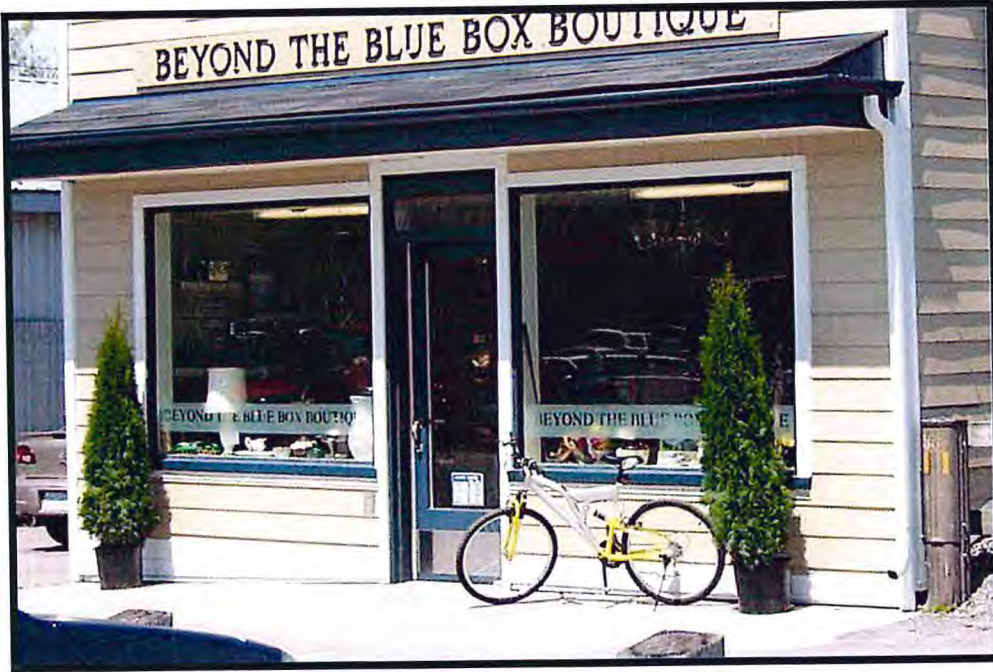


Photo B

"Bubble" or "Waterfall" Awnings

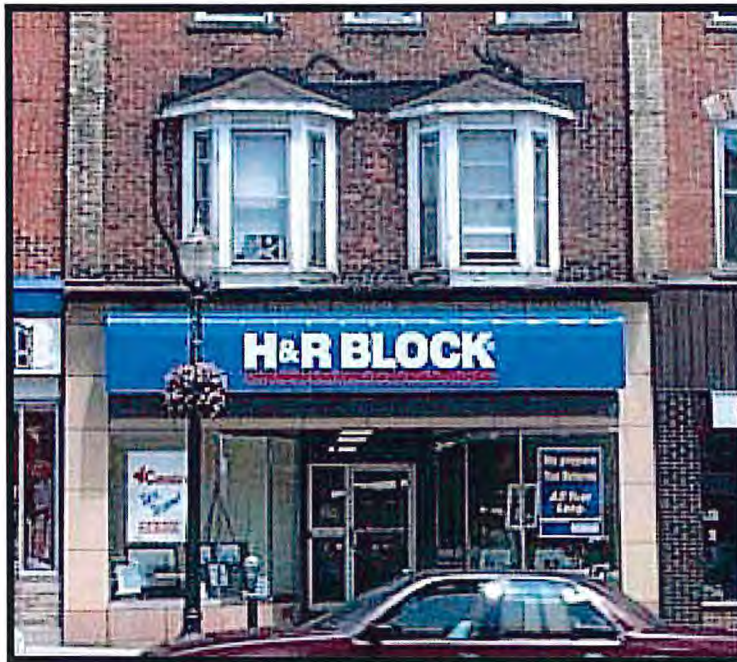


Photo C
Fabric Awnings



Photo D
Symbol Sign



Photo E

Altered Corporate Signage

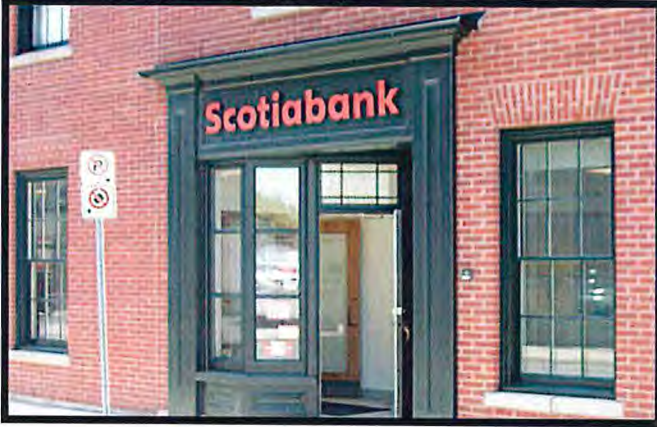


Photo F

Sandwich Board Signs



MAIN BODY COLOURS				
HERITAGE CODE	MANUFACTURER	COLOUR NAME	MANUFACTURER CODE	COLOUR GROUPING
M1	Benjamin Moore	Jamestown Blue	HC-148	Blues
M2	Benjamin Moore	Yarmouth Blue	HC-150	Blues
M3	Pratt & Lambert	Wythe House Blue	CW501	Blues
M4	Benjamin Moore	Cloud White	OC130	Blues
M5	Benjamin Moore	Denim Wash	CC770	Blues
M6	Pratt & Lambert	Williamsburg Courthouse White	PL714	Blues
M7	Pratt & Lambert	Palace Dining Room Pearl Blue Dark	CW612	Blues
M8	Pratt & Lambert	Palace Dining Room Pearl Blue	CW615	Blues
M9	Home Hardware	Georgian Bay	HD048	Blues
M10	Benjamin Moore	Cloud White	HC130	Blues
M11	Benjamin Moore	Georgian Green	HC115	Greens
M12	Benjamin Moore	Castleton Mist	HC1	Greens
M13	Pratt & Lambert	Grissell Hay Sea Green	CW411	Greens
M14	Pratt & Lambert	Grissell Hay Sea Green Light	CW414	Greens
M15	Benjamin Moore	Kennebunkport Green	HC-123	Greens
M16	Para Paint	Applemint	P2082-4	Greens
M17	Pratt & Lambert	Market Square Green Medium Light	CW513	Greens
M18	Pratt & Lambert	Nelson Archway Blue Pale	CW715	Greens
M19	Para Paint	Voyageur Green	P2134-1	Greens
M20	Para Paint	Chrysler Hall White	P2118-0	Greens
M21	Benjamin Moore	Ranchwood	CC500	Neutrals
M22	Home Hardware	Fort George	PF27-3	Neutrals
M23	Pratt & Lambert	Blue Bell Tavern Gray Green	806	Neutrals
M24	Pratt & Lambert	Palace Pale White	CW711	Neutrals
M25	Pratt & Lambert	Chiswell Gray	CW701	Neutrals
M26	Pratt & Lambert	Bracken Cream Light	CW708	Neutrals
M27	Pratt & Lambert	Raleigh Tavern Tan Medium	CW216	Browns
M28	Para Paint	Whitewash White	P2089-0	Browns
M29	Pratt & Lambert	Chowining's Tavern Rose Tan	CW118	Browns
M30	Pratt & Lambert	Bracken Cream	321	Browns
M31	Pratt & Lambert	Pillar and Arch Wallpaper Cocoa	CW117	Browns
M32	Para Paint	Painted Grain (Tint 1)	P2048-4	Browns
M33	Benjamin Moore	Waterbury Cream	HC-31	Yellows
M34	Benjamin Moore	Roxbury Caramel	HC-42	Yellows
M35	Benjamin Moore	Waterbury Cream	HC-31	Yellows
M36	Benjamin Moore	Windham Cream	HC-6	Yellows
M37	Para Paint	Scrimshaw Ivory (Tint 2)	P2056-1	Yellows

M38	Para Paint	Lemon Verbena	P2040-4	Yellows
M40	Benjamin Moore	Monterey White	HC-27	Yellows
M41	Pratt & Lambert at Count Dracula	Light Red Cedar	Special Mix	Others
M42	Para Paint	Wild Phlox	P2047-4	Others
M43	Para Paint	Mauve	P194-1	Others
M44	Para Paint	Moon Crater	P2354-1	Others

TRIM COLOURS				
T1	Para Paint	Huronia	P2115-3	Blues
T2	Para Paint	Champlain	P2094-2	Blues
T3	Pratt & Lambert	Robert Carter Plum	CW101	Blues
T4	Pratt & Lambert	Bracken Tenement Blue Slate	732	Blues
T5	Para Paint	Elderberry	P2038-5	Blues
T6	Benjamin Moore	Newbury Port Blue	HC-155	Blues
T7	Pratt & Lambert	Prentis Store Gray Green	CW409	Greens
T8	Pratt & Lambert	Palmer House Green	CW419	Greens
T9	Benjamin Moore	Peale Green	HC-121	Greens
T10	Pratt & Lambert	Market Square Tavern Dark Green	CW401	Greens
T11	Para Paint	Fort Vermillion	P2117-8-5	Greens
T12	Para Paint	Black	P2390-5	Neutrals
T13	Pratt & Lambert	James Geddy Green	402	Neutrals
T14	Para Paint	Sampler Red	P2037-3	Neutrals
T15	Pratt & Lambert	Tucker House Chocolate	CW115	Neutrals
T16	Pratt & Lambert	William Finnie House Brown	CW116	Neutrals
T17	Pratt & Lambert	Bryan House Chocolate	CW120	Neutrals
T18	Para Paint	Bluenose	P2116-3	Yellows
T19	Pratt & Lambert	Wythe House Gold	CW309	Yellows
T20	Pratt & Lambert	George Pitt House Caramel	301	Yellows
T21	Benjamin Moore	Gloucester Sage	HC-100	Yellows
T22	Pratt & Lambert	Williamsburn Red Cedar	201	Others
T23	Para Paint	Eclipse	P2355-5	Others