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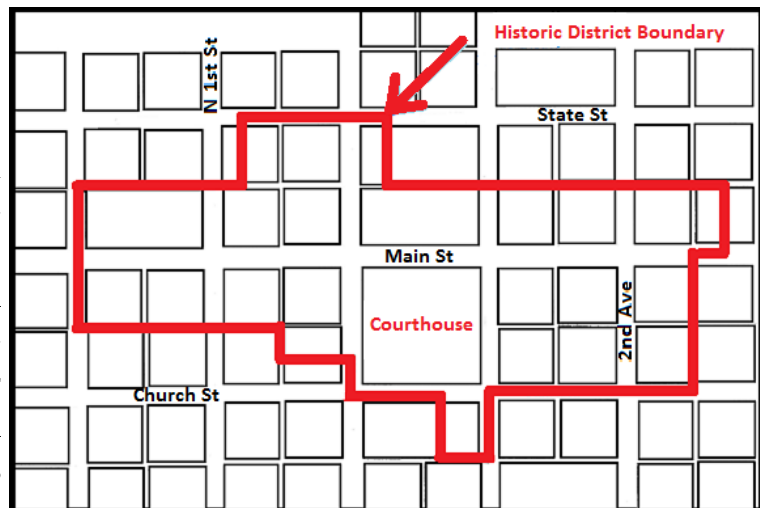


## I. INTENT AND PURPOSE

The following design regulations are put forth in an effort to aid the future development of the Marshalltown Historic District by identifying desirable aesthetic qualities. These regulations provide consistency and avoid arbitrary design, thereby giving the tools and advice needed to integrate new constructions and remodeling into the surrounding community. The intent is to establish regulations through basic principles of design, such as texture, color, rhythm, and pattern. The result will be to develop a satisfactory visual impact within the Historic District, preserve taxable values, and promote public health, safety, and welfare. These regulations will introduce the Historic District community to the future, while maintaining its rich heritage.

## II. APPLICABILITY

This document shall regulate all sign permit applications for proposed exterior signs, awnings, and associated lighting within the Marshalltown Historic District. The zoning administrator will review each sign application and consider the appropriateness of and installation in relationship to the building and the streetscape as a whole based on regulations outlined in this document. The applicant must obtain all necessary permits prior to proceeding with any work.



All projects within the Historic District (outlined in red) are required to comply with this document in order to be approved.

## WHY GOOD DESIGN MATTERS

- Signs are the most effective, yet least expensive, form of advertising for the small business.
- A sign is your introduction with those passing by identifying your business to existing and potential customers.
- Signs are always on the job for you, advertising 24 hours a day, 365 days a year.
- People often judge a business by how it looks on the sign.
- Many merchants increase their business measurably just by adding a good sign.
- We live in a mobile society. According to the United States Census Bureau, 18% of households relocate each year. As your customers move, you need to replace them by attracting new customers.



\*All of these examples would be approved

### III. SIGN REQUIREMENTS

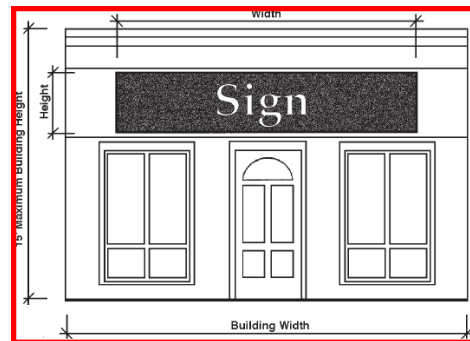
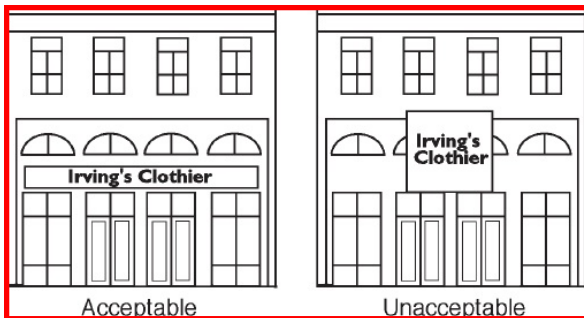
- A. General Requirements
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#### A. General Requirements

1. Comply with all codes and ordinances adopted by the City of Marshalltown, including this packet.
2. Signs are a secondary design element to the building they are placed on and/or the surroundings they are placed within (see below). When designing signs for the Historic District, the signs must fit within the environment. Signs have the ability to enhance or detract from the qualities of a designed architectural environment.



3. Signs must fit the architectural details of a building they are placed on. The building should frame the sign. The size of a sign shall not destroy the continuity of the building.



4. Signs should relate to the architecture in at least one or more of the following categories; material, shape, and color.
5. A building shall only have one projecting sign OR one per 20' feet of frontage if occupied by multiple businesses.

## **B. Location and Size**

1. Avoid overly large signs. Unlike highway strip development, the Historic District was built at a human scale, orientated to pedestrians, not cars.
2. Do not obscure or destroy architectural details. Aches, glass transom panels, and decorative brickwork are just a few of the features found on many downtown buildings which reflect a quality of workmanship difficult to duplicate today. This detailing greatly enhances the Historic District.
3. Signage on adjacent storefronts, particularly on the same building, must be coordinated. Placing signs higher or lower than adjacent signs may not increase readability but rather create visual confusion.

*If an adjacent existing sign on a building does not meet these codes the new sign must meet these regulations and the existing sign will be brought into compliance when it is updated.*

### **Wall Signs**

Wall signs are allowed on two sides of an owned or leased space. The sum of all signage on one wall must not exceed 1.5 square feet for every one foot of linear frontage. A second wall sign is allowed but must not exceed 0.5 square feet for every one foot of linear frontage.

Wall signs must not extend above or beyond the walls of any building.

Wall signs must have a texture or depth to distinguish them from the substrate they are placed upon. Individual letters and/or logos must have different depths. 20% minimum of the sign must meet this criteria.



This sign would not be approved because it is printed (flat) letters with no depth beyond the white board.



This sign would be approved because both the sign structure and letters are of different dimensions. More than 20% of the sign structure is of a different depth than the box it is placed on.



This sign would be approved because the letters provide depth from the substrate.

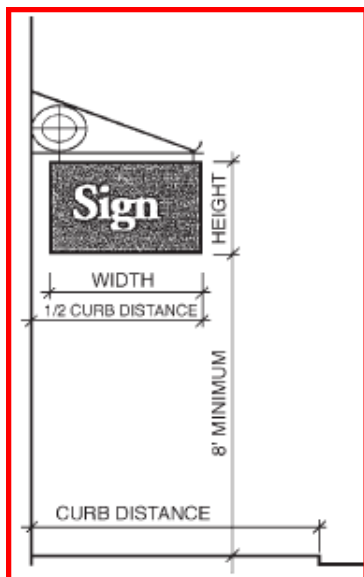




This sign would be approved because the sign box, the letters, and logo are of different depths.



This sign has no depth beyond the box. The letters are all on one plane.



### Projecting Signs

Projecting signs may not project more than halfway into the right-of-way and must be at least 8 feet above any pedestrian way. Projecting signs shall not exceed one square foot for each foot of linear frontage.

*Any business with a projecting sign shall have their primary wall sign size reduced by the size of the projecting sign.*

### Murals *(does not require permit)*

Murals depicting historical or artistic expressions are allowed on any wall except the primary wall. Murals containing any commercial advertising must meet the wall sign requirements.

### Other Signs

Any sign, including rooftop or pole signs, not described in this packet are not allowed in the historic district. Electronic signs are not allowed in the Historic District.

### C. Materials and Construction

Signs must be made from one or more of the following materials:

- 1/2" or 3/4" PVC board with layers
- 1/2" or 3/4" acrylic
- High density urethane (sign foam)
- Wrought iron
- Channel letters
- Aluminum
- Glass
- Steel or stainless steel
- Wood (solid cedar, cypress, white oak, and walnut. Plywood, pressboard, or other wood materials are not allowed).

The following types of signs will not be approved in the Historic District:

Interior box-lit signs:



Flat sign with no depth:



Flat signs that do not compliment the architecture of the building. Sign is all in the same plane:



Vacuum Formed Signs:



## D. Bracketing and Electrical Items

### Bracketing

All bracketing and support materials for signs must fit the original architectural style of the building **OR** enhance the design of the sign. Sign pins are exempt.

### Electrical Items

Available ambient street or storefront lighting is often sufficient to illuminate signs. Therefore, the use of sign illumination must comply with the following conditions:

- Interior lit signs must only be channel letters or have halo illumination.
- Exterior lights must be gooseneck or appropriate to the original architecture of the building.
- Florescent lights are not allowed.
- Lights emitting white light are not allowed.
- Wires should not be visible.



These brackets provide architectural enhancements and would be approved.



These brackets do not enhance the sign or architecture and would not be approved.



## Banners

One banner, not to exceed the allowable size of a primary wall sign, shall be allowed at each business for up to three days per month.

“Going Out of Business” banners are exempt from this requirement if the proper permit is filed with the City Clerk.

*Anyone hanging a banner must obtain a sign permit prior to placement. Permits can be obtained for the entire year if dates for banners are known or a new permit must be obtained each instance of hanging a banner.*

## Canopy Signs

On two sides of a canopy with a length of 30 feet or less, each side may have a sign with square footage equal to one-half the square footage on that side. A third side may have signage up to 1/4 the square footage on that side.

*Canopies with florescent lights are not allowed.*

**This document has been approved by the:**

City of Marshalltown Plan & Zoning Commission (ENTER DATE)

Marshalltown City Council (ENTER DATE & ORD #)

