

SIGNAGE GUIDELINES



Included In This Section

A sign is how local businesses or service industries announce their specific goods, services, sales or other amenities. Understanding that signage elements are critical to the success of a business, no matter the size, signage requirements are prepared as a way to ensure that all businesses are required to meet the same standards. By ensuring the same standards are met, the community will be able to accurately and more fairly implement signage requirements across all individuals and businesses within the community.

Contrary to popular belief, signage guidelines are not prepared to limit creativity or negatively impact the freedom of speech for residents. They are prepared to carefully improve the quality of signage and create a unified feel and characteristic between signs. Individual signage design and creativity will remain the sole responsibility of the local business owner or resident, yet the guidelines will serve as a set of guiding principles on how to craft a sign that can be approved and help the community work toward a singular vision and theme of unifying elements within the downtown.

SIGNAGE REQUIREMENTS

Signage shall be completed in accordance with the signage guidelines and historical review process set forth by the Borough of Mars. No signs shall be historically inaccurate or cause detriment to the character of the community. Internally lit signage shall be avoided wherever possible. Signage standard shall be adhered to ensure congruency with all signage throughout town.



SIGNAGE IS MORE THAN JUST BUSINESS MARKETING, IT IS BRANDING



SIGNAGE RENOVATION/ CONSTRUCTION STANDARDS

- Signs shall be designed to work in conjunction with the buildings' character, not detracting from the buildings architectural elements or drawing additional attention to the signage.
- Signs shall complement the overall character of the building and community as a whole
- Only signage for businesses shall be permitted. Signage for the following is strictly prohibited:
 - Marketing
 - Solicitation
- Signage shall be simple in design, meeting the architectural and characteristic traits of the building. Outlined below are several types of signage that are strictly prohibited:
 - Neon signs
 - Flashing signs
 - Internally illuminated signs
 - LED signs
- Messages on signage shall be brief. Fewer words are more effective
- Sign colors and materials shall be selected to encourage legibility
- Signs shall use contrasting colors, background to letters, to provide ease of reading
- Signs shall be limited to a maximum of three (3) colors
- Types and fonts for signage shall be accurate to the time period, yet easy to read
- Letters and font items shall make up no more than 75% of the sign area
- Logos and images should be used, where possible, to limit text on signage
- Signage for all buildings shall be of the below types:
 - Small projecting signage
 - No more than 5 square feet in size
 - Made of durable materials
 - Provide a "carved" or recessed letter set up
 - Include logo/images where possible
 - Wall Signs
 - A maximum of up to two (2) square foot of signage shall be allowed per linear foot of building, with a total maximum size of 40 square feet.
 - Made of simple, non-instructive materials
 - Font types shall be required to match building construction era
 - Logo/images are discouraged
 - Window signs are allowed to cover a maximum of 20% of ground floor windows and 40% of upper floor windows
 - Window signage shall be simple, historically accurate and non-interruptive. Below are specific window signage types that are strictly prohibited:
 - Neon signs
 - Flashing signs
 - Internally illuminated signs
 - LED signs
 - No signage is to be placed on roofs of buildings
 - All signage is required to meet Borough of Mars codes and ordinances
 - All signage shall require a permit and approval from the Borough of Mars



**SIGNAGE SHOULD BE SUBTLE ENOUGH TO
BLEND IN, YET DISTINCT ENOUGH TO ATTRACT
ATTENTION FROM A TARGETED CLIENTELE**