

Huntsville Signage Guidelines

Town of Huntsville



April 2009



HUNTSVILLE SIGNAGE GUIDELINES

Town of Huntsville

April 2009



TABLE OF CONTENTS

Introduction	1
Current Sign Categories and Types	3
Permitted Sign Type by Location in Municipality	5
Guidelines for Free-standing Signage	7
Guidelines for Building Mounted	13
Guidelines for Movable Signs	17
Guidelines for Banner Signs	21

INTRODUCTION

The Huntsville Signage Guidelines are intended to explain and illustrate reasonable standards for signs in the municipality. The Guidelines will assist property owners and business owners in understanding the Town's expectations, while encouraging creative and innovative approaches to signs within the established framework of this document. Through application of the Huntsville Signage Guidelines, the visual quality of the municipality will be protected, especially along its arterial roads and downtown. Signs are intended to act as identifiers for businesses and not as a form of advertising.

The Huntsville Signage Guidelines consist of three parts:

- ***Sign categories and types*** identify four broad categories of signs and describes the typical characteristics of the existing types within each;
- ***Permitted sign category/type by location in the municipality*** are maps identifying five kinds of locations and the permitted signs in each;
- ***Guidelines*** provide general and specific considerations with respect to size, material, colour, lighting and landscape context for each one of the sign categories and types.

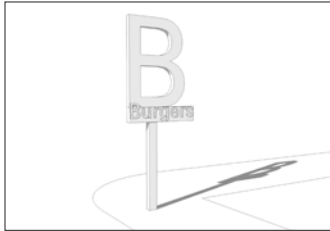
The Huntsville Signage Guidelines should be read in conjunction with the Huntsville Sign By-law that sets out the procedure for gaining approval of a sign.

The Huntsville Signage Guidelines were prepared through collaboration with a working group consisting of:

- Bill Beatty
- Robin Brushey
- John Chipman
- John Davis
- Mayor Claude Doughty
- Mike Gooch
- Councillor Mike Greaves
- Kelly Haywood
- Russ Mathews
- Mike McVittie
- Kelly Pender
- Terry Sararas
- Jim Sword
- Brian Thompson
- Marc White
- Tom Withers
- George Young

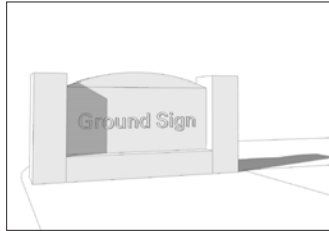
TYPICAL CHARACTERISTICS OF CURRENT SIGN CATEGORIES AND TYPES

FREE-STANDING



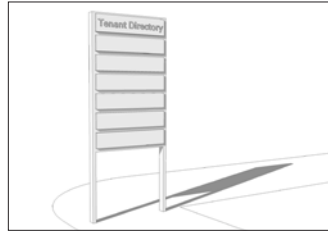
PYLON

- one or two posts
- elevated above grade, above eye level
- large sign area
- typically set in a landscape context
- usually lit
- usually the principle sign for a business
- often has a corporate logo



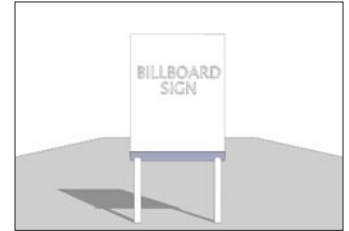
GROUND

- fixed to the ground
- typically at or below eye level



TENANT DIRECTORY

- used to identify multi tenant buildings and businesses
- typically businesses are in a plaza
- typically set in a landscape context
- sometimes lit



BILLBOARD

- sign which advertises goods, products, services or facilities
- sometimes in locations not associated with the business
- two posts
- elevated above grade
- large sign area
- sometimes lit
- above eye level

BUILDING MOUNTED



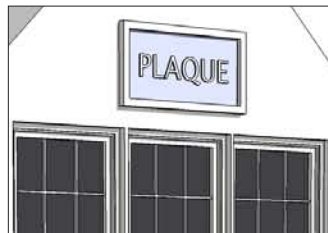
AWNING

- printed or painted on, or attached to an awning or canopy above a business door or window
- oriented to pedestrians from the opposite side of the street



WALL SIGN

- mounted flush and fixed securely to a building wall facing the street
- does not extend beyond the frontage for the business
- sometimes back lit
- typically the main identification sign for a building



PLAQUE

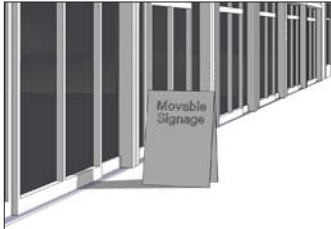
- sign affixed to the building wall
- not part of the typical sign band
- above eye level
- typically secondary to a wall or awning sign



PROJECTING/HANGING

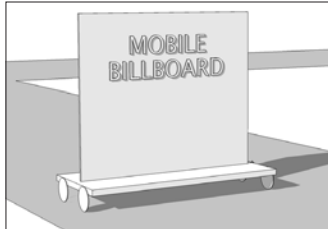
- affixed at the right gable to the face of a building
- typically secondary to a wall sign

MOVABLE SIGNS



A-FRAME

- stand on their own
- typically located on public property, but in front of the associated business
- typically below eye level



**MOBILE
BILLBOARD**

- no fixed foundation
- not permanently attached to a building
- large sign area
- intended to provide temporary signage for a business at its location

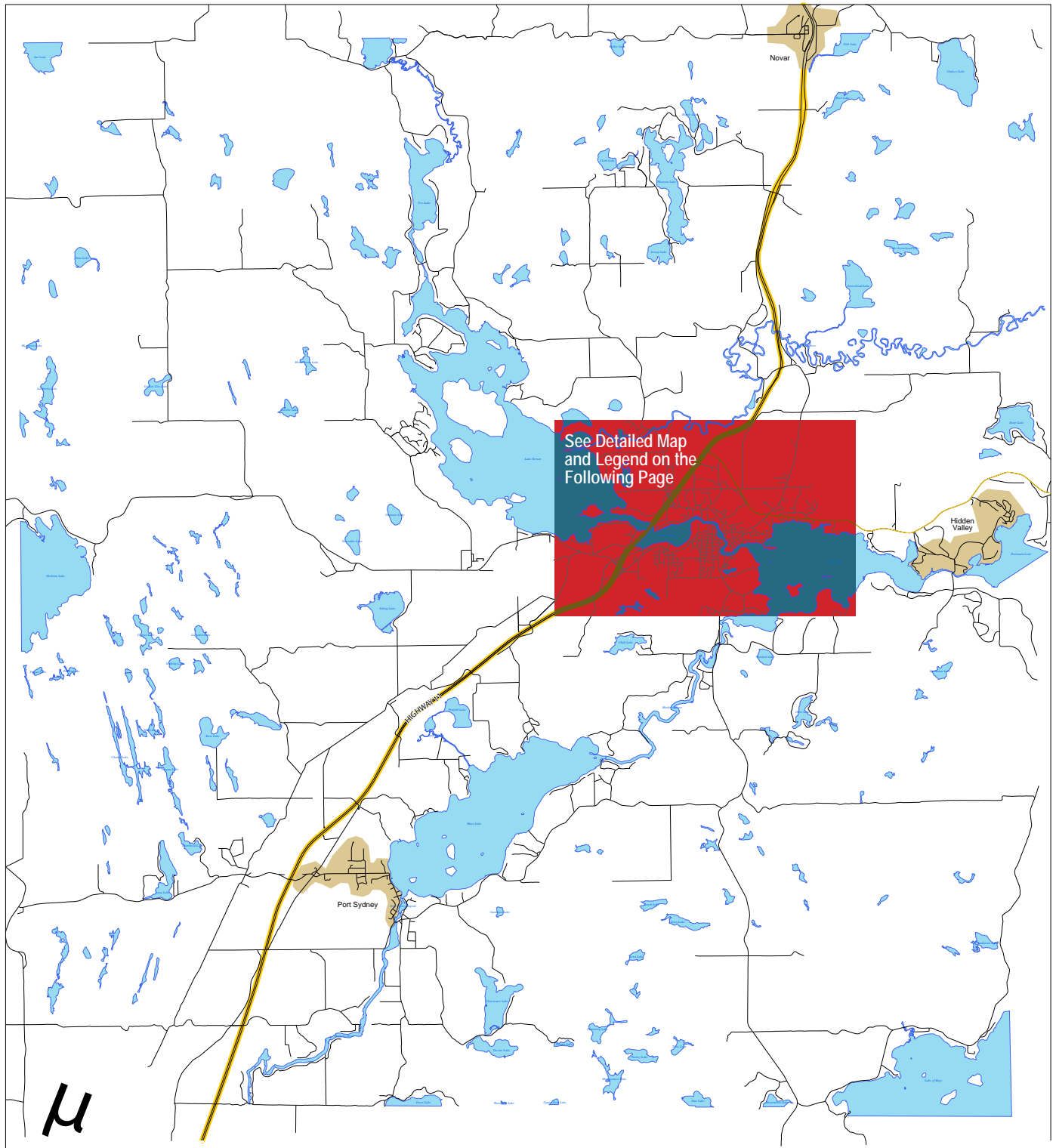
BANNER SIGNS



BANNERS

- sign composed of lightweight, flexible material such as cloth, plastic, canvas
- mounted on brackets and affixed to utility poles
- typically event specific

PERMITTED SIGN TYPE BY LOCATION IN THE MUNICIPALITY



- Village
- Rural Commercial
- Highway Commercial

Permitted Sign type by local Commercially Zoned urban



Freestanding

- Pylon
- Ground Sign
- Billboard
- Tenant Directory



Building Mounted

- Awning
- Wall Sign
- Plaque
- Projecting/Hanging



Movable

- A-Frame
- Mobile Billboard



Banner

- Banners

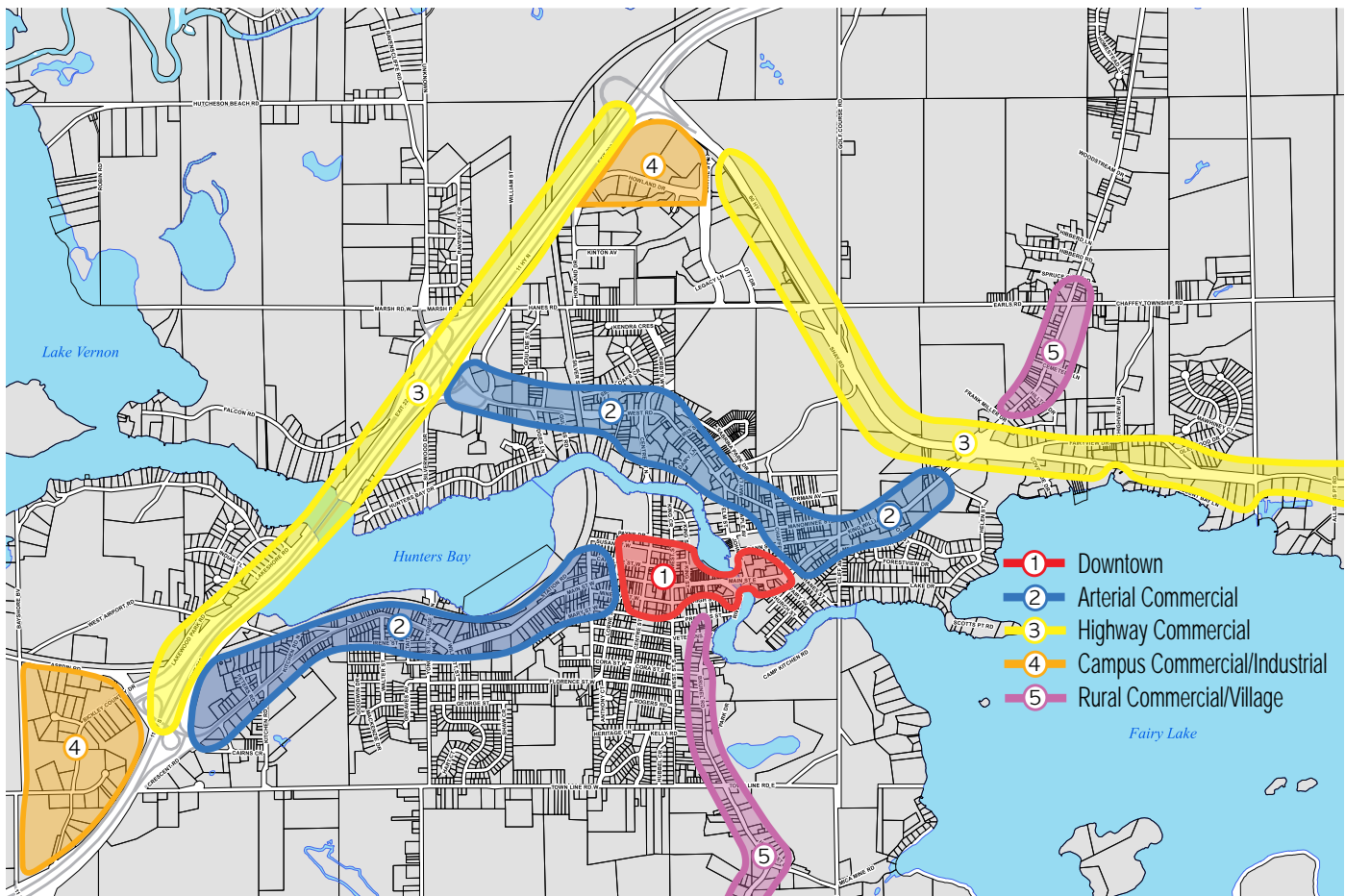
Downtown	Arterial Commercial	Highway Commercial	Campus Commercial/Industrial	Rural Commercial/Village
①	②	③	④	⑤

✗	✓	✓	✓	✗
✗	✓	✓	✓	✓
✗	✗	✓	✓	✗
✗	✓	✓	✓	✓

✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓

✓	✓	✓	✓	✓
✗	✓	✓	✗	✗

✓	✓	✓	✓	✓
---	---	---	---	---

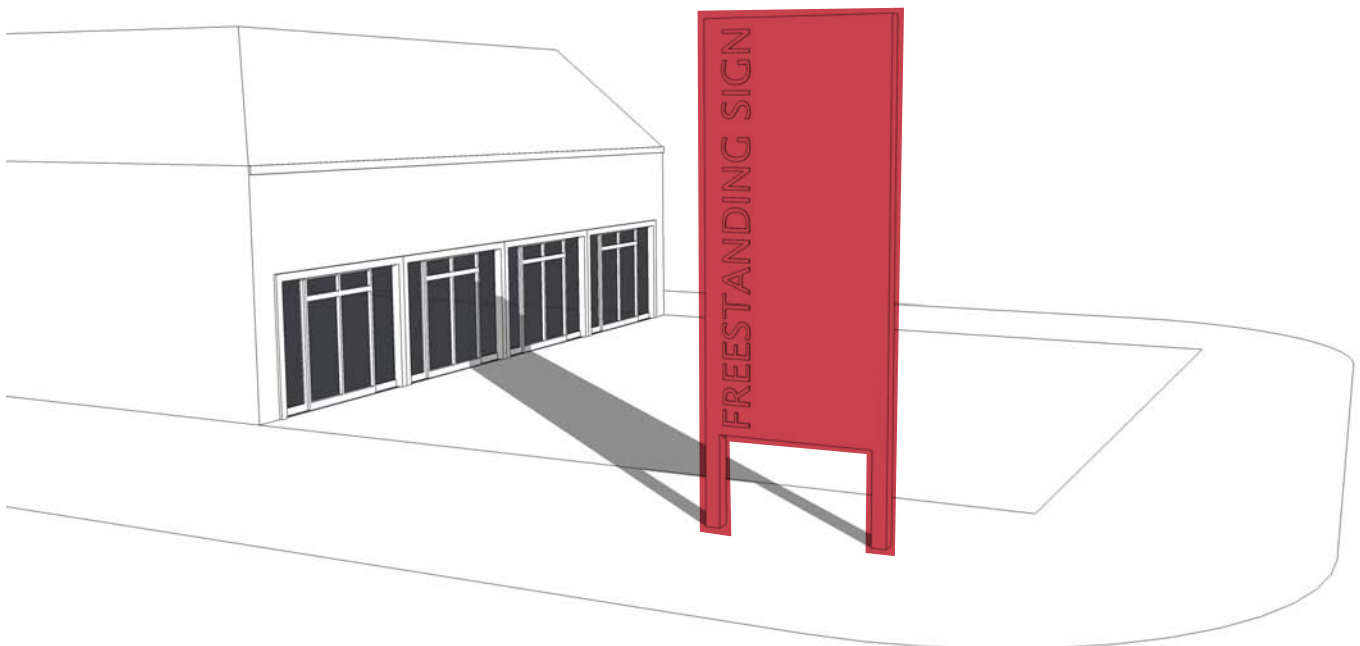


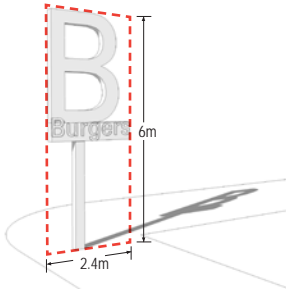
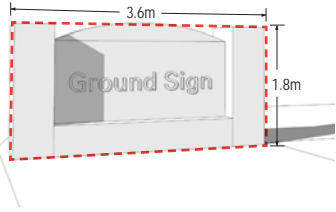
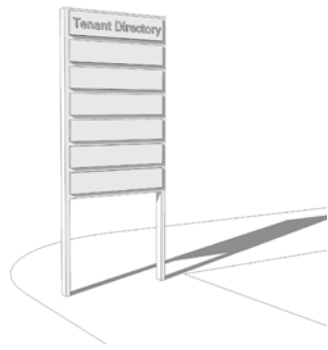
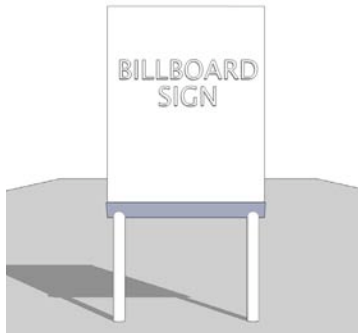
FREESTANDING SIGNAGE



General Guidelines

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<p>Maximum sign area to be determined based on a review of specific conditions of the context:</p> <ul style="list-style-type: none"> lot frontage separation from adjacent buildings width of the right-of-way landscape conditions setback from roadway Generally, the sign should fit within an imaginary rectangle of 6m x 2.4m 	<ul style="list-style-type: none"> Signs should be professionally constructed using high quality materials such as stone, wood and other natural products Colours and lettering style should complement the building facade Modifications to corporate logos may be required to ensure appropriate scale 	<ul style="list-style-type: none"> Light source must be directed to sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians Lighting must be dark sky compliant 	<ul style="list-style-type: none"> Sign must be located within a landscape setting that is integrated with the landscape of the site 	<ul style="list-style-type: none"> No moving text or moveable portions of the sign are allowed No flashing lights Changeable message would comprise up to 25% of sign Changeable message maximum every 10 seconds Third party signs are prohibited



Specific Guidelines by Type	Size & Sign Area	Material & Colour	Location on Building/Site
PYLON 	<ul style="list-style-type: none"> No more than one pylon sign per lot. Where a number of lots are developed in a manner so as to function as a single development, only one pylon sign shall be permitted. Size must be proportionate to the lot frontage and width of ROW, so as not to clutter or dominate the streetscape character, especially in urban areas. Generally, signs will be lower/smaller on smaller frontages with closely spaced buildings and narrower ROWs. A changeable message is a minor component of the sign. Maximum 25% of the area of the sign face may contain a changeable message. Sign should fit within an imaginary rectangle of 6m x 2.4m. 	<ul style="list-style-type: none"> No internally lit elements on Arterial Commercial roads 	<ul style="list-style-type: none"> Set back from edge of the ROW depends on size of sign Generally the sign is to be set back a dimension that is half the height of the sign
GROUND SIGN 	<ul style="list-style-type: none"> Sign should fit within an imaginary rectangle of 3.6m x 1.8m (6.5m²) maximum. 	<ul style="list-style-type: none"> Design and materials should complement buildings Materials should reflect natural character (e.g., granite) 	<ul style="list-style-type: none"> Could be located with 3m of the edge of the ROW
TENANT DIRECTORY 	<ul style="list-style-type: none"> One tenant directory sign per property. Individual tenant sign panels should be uniform in size. The major tenant or name of the Centre may be more prominent. Sign panels should be limited in size to the width of the architectural support elements of the sign with wide spacing between to clearly distinguish individual signs. Where a number of lots are developed in a manner so as to function as a single development, only one sign shall be permitted. Tenant directory sign should be considered within the context of a sign strategy for the development. 	<ul style="list-style-type: none"> Sign structure should be designed to incorporate details, materials and colours of the associated building within a landscape context 	<ul style="list-style-type: none"> Set back 6m from edge of ROW
BILLBOARD 	<ul style="list-style-type: none"> One per property Maximum sign area is 6m² 		<ul style="list-style-type: none"> One billboard per kilometre Located on vacant lands zoned for industrial or commercial or vacant lands exceeding 25 ha Located at least 3m from the edge of the ROW

Examples of Free-Standing Signs





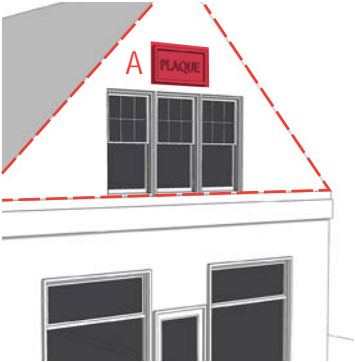

BUILDING MOUNTED



General Guidelines

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> Size of the sign must not overwhelm the facade of the building 	<ul style="list-style-type: none"> Signs should be professionally constructed using high quality materials Colours and lettering style should complement the building facade Modifications to corporate logos may be required to ensure appropriate scale 	<ul style="list-style-type: none"> Internally lit signs are not permitted. Light source must be directed to sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians No flashing, pulsating or moving lights Lighting must be dark sky compliant Back light is acceptable 	N/A	<ul style="list-style-type: none"> Main Street is recognized for its building character. Care should be taken not to cover or interfere with the design elements that contribute to a building's character such as windows, doors and cornices Fonts and colours should reflect the historic character of Main Street Roof mounted signs must be located on an integral part of the building (e.g. a dormer)



Specific Guidelines by Type	Size & Sign Area	Location on Building/Site	Special Considerations
AWNING 	<ul style="list-style-type: none"> Minimum height is 2.4m above the sidewalk Sign lettering and/or logo not to exceed 30% of the total face of the awning. 	<ul style="list-style-type: none"> Located to project over the individual door and/or window Should not obscure neighbouring signs 	<ul style="list-style-type: none"> Could be retractable or permanent Colour of awning to compliment the character of the area Approval of road authority required if awning sign will project over road allowance
WALL SIGN 	<ul style="list-style-type: none"> Not to exceed 25% of the business façade (A) May project from building face a maximum of 30 cm 	<ul style="list-style-type: none"> Located on the fascia uninterrupted by door/window 	<ul style="list-style-type: none"> Raised lettering should be considered on Main Street Location should be coordinated with signs as the adjacent buildings on Main Street. Visual continuity for an entire block face can be achieved through sensitive design and alignment of various signs Raised letters could be affixed directly to the façade, without being on a backing. Externally lit or back lit only
PLAQUE 	<ul style="list-style-type: none"> Maximum sign area is 15% of the wall (A) Sign structure should be subordinate to wall sign 	<ul style="list-style-type: none"> Locate plaque on upper storey above the ground floor business 	<ul style="list-style-type: none"> Should complement wall sign
PROJECTING/HANGING 	<ul style="list-style-type: none"> Maximum sign area is 0.3m² Can project up to 1m, as long as 1.5 m of unobstructed sidewalk space is protected for 	<ul style="list-style-type: none"> Sign located a minimum 2.4 m if above sidewalk Mounting hardware should be attractive and an integral part of the sign 	<ul style="list-style-type: none"> Externally lit only No A-frame signs permitted for businesses with a projecting sign / hanging sign May be mounted on a standard dedicated for this purpose

Examples of Building Mounted Signs




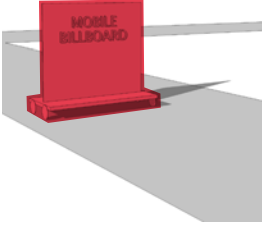
MOVABLE SIGNS



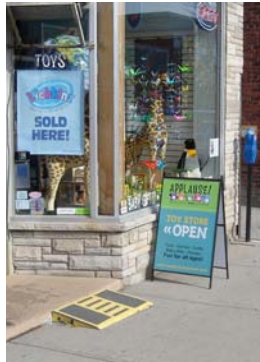
General Guidelines

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> Fixed freestanding or building-mounted signs should be the main sign. Moveable signs are not substitutes for permanent identification signs. 	<ul style="list-style-type: none"> Contrast to building and sidewalk 	<ul style="list-style-type: none"> No lighting 	N/A	<ul style="list-style-type: none"> No lights No moving parts



Specific Guidelines by Type	Size & Sign Area	Location on Building/Site	Special Considerations	Material & Colour
<p>A-FRAME</p> 	<ul style="list-style-type: none"> Maximum height 0.9m, maximum width 0.6m Should have two sign faces 	<ul style="list-style-type: none"> One per business located immediately adjacent to the building wall Located on the frontage ensuring 1.5 m of unobstructed sidewalk space 	<ul style="list-style-type: none"> Must be moved inside after business hours Must be protected against movement by wind 	<ul style="list-style-type: none"> Signs should be professionally constructed using high quality materials
<p>MOVABLE BILLBOARD</p> 	<ul style="list-style-type: none"> Maximum sign area is 6.5 m² No greater than 1.5m high 	<ul style="list-style-type: none"> Located on site of business 	<ul style="list-style-type: none"> Located on a site of business for up to one week and not more than a total of two weeks per year 	<ul style="list-style-type: none"> White, or light tone, letters on a black background or black letters on a white background No fluorescent signs or lettering No lights or moving parts

Examples of Moveable Signs



BANNER SIGNS



General Guidelines

Size & Sign Area	Material & Colour	Lighting	Landscape Context	Special Conditions
<ul style="list-style-type: none"> Minimum height above ground of 2.5m for clearance of pedestrians Two sign faces 	<ul style="list-style-type: none"> Bold colours and high contrast Preferably can be read from both sides Strong, durable materials such as vinyl and appropriate fabrics 	<ul style="list-style-type: none"> No lighting 	N/A	<ul style="list-style-type: none"> Must be firmly attached and present no public danger in windy conditions Reserved for public authority, agency or special events Placement of special events banners are not to exceed 2 weeks, every 6 months.



Huntsville Signage Guidelines

Town of Huntsville

April 2009