
SIGNAGE



INTRODUCTION

Signs play a central role in providing much-needed information and setting the tone for Raymond’s commercial district. They inform motorists and pedestrians and have a direct effect on the overall appearance of the roadway.

All signs that require permits from the Town should comply with these guidelines.

Signage Goals

- Provide basic information about commercial establishments with attractive, highly legible signage.
- Encourage forethought in the design, size, placement, and graphic format of all signage.
- Create distinctive signage that is compatible with quality architecture and site design.
- Reduce visual clutter along Raymond’s major roadways.
- Protect the investment of commercial interests by establishing a quality benchmark for future signage, in keeping with the design guidelines.

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A highly legible identity sign characterized by simplicity in materials, form, and lettering that makes a positive contribution to a commercial corridor.

OBJECTIVES

Commercial uses should be identified by attractive, legible signs that serve the needs of the individual store or office, while complementing the site and the architecture. Signs should be designed to be legible to both pedestrians and motorists.

DESIGN GUIDELINES

Signage Plan. The sign provisions in the Raymond Land Use Ordinance require that applicants submit information on the location and design of signs as part of the Site Plan Review application or sign permit application. The signage plan should be developed by design professional experienced in commercial signage. The applicant should resubmit the plan to the planning staff for a development review if the building's tenant is unknown at the time of application. The plan should show the design, size, location, color, materials, contents, and type of lighting for each proposed sign.

Design. The shape of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs should be trimmed and detailed to complement the building. A combination of upper and lower case lettering is more legible than all upper case.

Lettering Size. Lettering for identification signs should allow the sign to be read at a travel speed of 35 MPH. As a general rule, for signs visible from Route 302, the minimum lettering size should be six inches in height.

Location. Raymond ordinances require that signs shall be mounted in locations that do not block motorists' line of sight or create a hazard for pedestrians or bicyclists. Roof mounted signs for new structures are prohibited by ordinance. The town strongly urges the relocation of existing roof-mounted signs in keeping with these guidelines.

Street Numbers. All building signs should have their assigned street address shown in a prominent location to facilitate general wayfinding and 911 emergency response. Multi-tenant structures should have one street number on the identification sign. As a general rule, the size of the street numbers should be proportional to the lettering on the sign.

Maintenance. All signs should be maintained in a manner equivalent to their condition at time of initial installation.

Replacement. If a sign is removed from a back-lit sign, a plain opaque panel with no message should be fitted over the signboard to maintain the whole sign in an attractive manner.

Time and Temperature Signs. Time and temperature signs (TTS's) are allowed to be part of a commercial sign in accordance with the Raymond Land Use Ordinance. TTS's shall not exceed 10 SF in area, nor be located >10 feet above grade. No TTS should be installed within 2,500 feet of another TTS. The sign shall not change more than once every minute.



This discrete facade-mounted sign is well-integrated into the building and the area.



Internally-lit letters and logos are preferred over whole panels. The sign is scaled to the architectural elements that surrounds it.

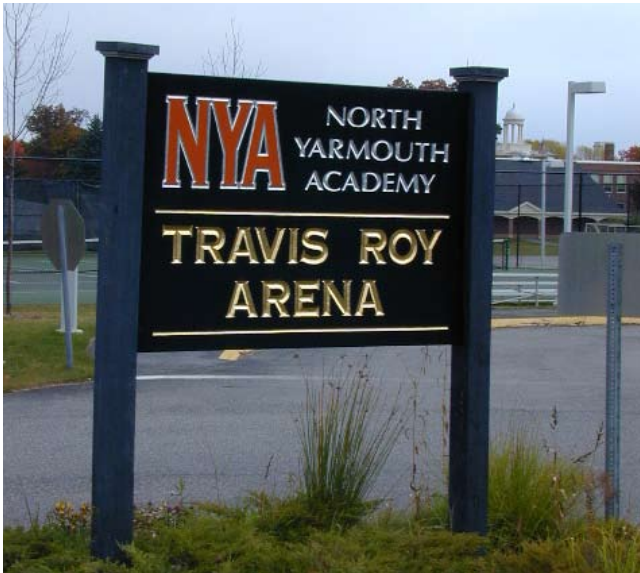
Unacceptable Signs. Generic signs for national commercial interests can detract from community character.



Acceptable Signs. Individually designed signs for the same type of interests that complement the architecture and contribute to community character.



Acceptable signs. Examples of signs that follow the guidelines for simplicity, legibility, mounting, and content.





This simple, straightforward sign uses 20 letters and a logo to announce the location of the music school.



(Above). An attractive, legible sign using traditional granite posts for supports. A temporary sign announces the day's specials.



(Right). This animal hospital sign uses a minimum number of letters and a logo to convey an effective message.



These two signs are part of a coordinated signage system for a new branch bank. Signs are unified by repetition of colors, typefaces, and mounting systems.

OBJECTIVES

Signs used to identify businesses should be simple and direct in message and content. They should convey only the most essential information. Motorists should not be distracted by signs containing excessive information.

DESIGN GUIDELINES

Content. Identification signs should contain a maximum of 30 letters, 5 words and a symbol, or 7 bits of information (bit can be a syllable or a symbol). Repetitious information should be avoided, regardless of the sign area allowed.

Product-Sponsored Signs. The use of ‘sponsor’ logos, slogans, or other messages on a sign, where the sponsor is not the occupant of the property or a franchiser of a business located on the property, is strongly discouraged. If a sign is sponsored, the name of the sponsor and/or its logo, should be not occupy more than 25% of the total face of the sign.

Readerboards. Readerboards attached to permanent signage noting the site or specific business are permitted and will be included in the calculation for permitted sign area. The readerboard should be fully integrated into the overall sign design by virtue of its form, scale, color, and detailing. The Raymond ordinances require that readerboards shall not occupy more than 50% of the area of a sign. Readerboards shall contain no more than four lines of text. Lettering height shall be less than 6”.



Information overload contributes to roadside clutter and diminishes the effectiveness of individual signs.



Good examples of well-designed, well-crafted signs that convey a strong message with minimal content.



Readerboards – spaces on signs designed for changeable messages – should not have more than 4 lines of text.



A sign where the sponsor's message covers 75% of the sign area.

OBJECTIVES

Building mounted signs used to identify commercial properties should provide necessary information without overwhelming the building. Signs should be mounted in a manner that is complementary to the building.

DESIGN GUIDELINES

Design. Where building-mounted signs are proposed they should be designed as an integral element of the architecture. Their shape and materials should complement the architectural features on the building. The text should fit within the frame of the sign without appearing crowded. As a general rule, the space between the letters and the edge of the sign should be at least 1/4 the height of a letter.

Location. Signs should not obscure architectural details on the building. In general, flush-mounted signs should be located a minimum of 18” from the corner of the building. Where fascia trim for signs are provided, the sign should not extend over the borders of the trim.

Hardware. Signage should be mounted with concealed hardware, or with decorative hardware to complement the design of the sign. Metal hardware for projecting signs should be stainless steel or galvanized to prevent rust and corrosion that could stain or discolor the building. Where hardware will be painted to blend with the sign, rust inhibiting paint should be used to prevent streaking.

Projecting Signs. The use of signs that project from the face of the buildings is encouraged, especially where buildings are located at or near the Route 302 walkway. Projecting signs should be designed to complement the design of the building by virtue of their forms, color, and scale. Signs should be positioned so they do not block the view of signs on adjacent buildings. Signs should be mounted so the bottom of the sign is a minimum of 8 feet above the grade.



A simple sign for a commercial use that complements the historic structure by attention to scale and design.



Mounting hardware can emphasize a sign and greatly enhance the building's appearance.



This sign is well integrated into the design of the side facade, displaying only the essential information.

OBJECTIVES

Temporary business signs are signs that are designed and displayed for a short period of time to announce the opening of a new business, special events or sales, seasonal offerings, or similar information. Advertising features are objects other than signs designed primarily to attract public attention. Many of the commercial uses along the Route 302 corridor rely upon temporary signs to convey specific information, alert the public to special events, or announce new businesses. In general, temporary signs and advertising features are discouraged to avoid visual clutter. If temporary signs are necessary, their design and placement should be closely related to the design of the existing signs, landscape improvements, and architecture on the property.

DESIGN GUIDELINES

Content and Design. Guidelines established for the content and design of permanent signs apply to temporary signs and advertising features. The information on the temporary sign should not repeat that already contained on the business’s permanent sign.

Temporary Advertising Features include, but are not limited to greater-than-life size models of food or other products, replicas of spokespeople associated with commercial products, rows of flags or banners, and balloons and inflatables.



A colorful temporary sign announcing a grand opening.

Location. Raymond ordinances require that temporary signs and advertising features shall be installed in locations that do not create a hazard for pedestrians or vehicles. Their placement shall not exceed the property line nor extend into the travel way.

Length. Temporary signs may be installed no more than four nonconsecutive times a year and shall be removed within 30 days of their installation. (See Sign Ordinance.) Temporary advertising features may be installed or displayed no more than 4 nonconsecutive times a year and shall be removed within 10 days of their installation. In order to be considered non-consecutive, there shall be a least a 15-day interval between permits.

Size. The total face area of temporary signs, excluding sandwich boards described below, (regardless of function) shall not exceed 32 square feet. (I.e., a two-sided sign 2’ x 8’ would be allowed.) The area of the temporary sign shall not be counted toward the maximum sign area allowed for an individual building.

Sandwich boards. One temporary sandwich board is permitted for each business provided that it meets the ordinance provisions for permanent signage in relation to its design and lettering. Sandwich boards shall not exceed 3’ in height and a total of 9 SF per side in size. Sandwich boards are allowed to be displayed outside only during the hours of operation of the business. Sandwich boards are not subject to lot line setbacks, and may be placed in the portion of a public right of way abutting the property containing the business as long as they are not placed in a travel way or on a public sidewalk and do not create a hazard.



An example of a sandwich board that meets the design guidelines.

TEMPORARY SIGNS AND ADVERTISING FEATURES

Review. Permanent advertising features are discouraged. Advertising features that are designed as permanent parts of the site plan should be presented to the Town as part of Site Plan Approval. The Planning Board may request rendered illustrations to evaluate the effect that any proposed advertising features may have on the public landscape.



This well placed temporary sign does not exceed 20% of the total signage area.



Temporary signs should be designed to relate to the surrounding buildings. This sign adds visual clutter and does not relate to the nearby commercial area.



A humorous, but exaggerated advertising feature which could distract motorists and contribute to a sense of clutter along Raymond's highways.



Life-size figures and similar advertising features that are being used in national franchise developments are inappropriate because they can detract from Raymond's sense of identity and uniqueness.



Advertising features, such as this overscaled ticket and internally lit band of color behind the facade sign, may be unnecessarily distracting and contribute to clutter.

OBJECTIVES

Multi-tenant commercial properties should provide legible, attractive signs that help people identify the property and its tenants. Entrance signs should stress the identity of the place and de-emphasize the individual tenants that occupy it.

DESIGN GUIDELINES

Hierarchy of Signs. A hierarchy of signage should be established to facilitate wayfinding and minimize site clutter. A simple identification sign in a highly visible location should provide an identity for the building and tenants.

Signage Plan. As part of the application for Site Plan Approval, a master signage plan should be submitted. The Plan should describe the size, location, lighting, color, and material for all proposed signs, including directional and regulatory signs. The plan should show how signs will be compatible with the architecture and site elements in terms of color, forms, materials, and lighting.

Identification Signs. Multi-tenant buildings or multi-buildings sites should have one identification sign conveying an overall identity for the property. This sign should be located near the main entrance in order to encourage simplicity and discourage clutter.

Content. If identification signs also list multiple tenants, they should exhibit a logical hierarchy in the display of information (i.e., address, name of building /development, primary tenant, other tenants). Only essential information (i.e., tenant name) should be displayed on the main sign. Phone numbers, hours of operation, advertising slogans, and similar information should not be listed.

Street Numbers. Multi-tenant building signs should display the street address to facilitate wayfinding and 911 emergency response. The address is not included in the total area of the sign.

Landscaping. Landscaping surrounding signs for multi-tenant buildings should be consistent with the landscape treatment for the entire property.

Colors. The use of a limited number of colors on all signage is strongly recommended. Colors should be selected to complement or match the color on the main building.



A multi-tenant sign with a clear hierarchy of information. The name of the plaza is at the top in bolder lettering. Individual tenants are listed on contrasting backgrounds.



This sign establishes a hierarchy on the sign and features detailing found on the building.



Signage in a multi-tenant development that has been effectively coordinated by mounting locations, graphic design, detailing, and character. Sign content is limited to the name and logo for each commercial use.

OBJECTIVES

Lighting for externally-lit signs should be designed as an integral part of the sign design. Externally-lit signs should not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb the surrounding residential areas or contribute to light pollution.

DESIGN GUIDELINES

Light Level. The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.

Lighting. Lighting fixtures should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights should not be aimed toward adjacent streets, sidewalks, or abutting properties.

Ground Mounted Lights should be screened or partially buried to minimize the view of the light source.

Light Sources. Top-mounted lighting fixtures should be used if they are directed downward in a manner that hides the light source. In some instances, up-lighting may be appropriate, as long as it reduces the amount of glare and does not add to light pollution.

Design. Lighting should be an integral part of the overall design of the sign. Light fixtures and mounting devices should be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.



These top-mounted light fixtures are not well shielded nor integrated into the sign.

In both examples, the top-mounted light fixtures are well-located, aimed, and shielded so that only the sign is lit. The lighting fixtures compliment the signs and the buildings.

OBJECTIVES

Internally-lit signs should not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb surrounding residential areas or contribute to light pollution.

DESIGN GUIDELINES

Design. Internally-lit signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light coming from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally lit. Letters and/or symbols on panels should constitute no more than 40% of the sign's surface area.

Mounting Systems. Signs should be mounted in a manner that provides adequate support for the weight of the sign. Mounting systems should be designed to be compatible with the architecture in terms of color, forms, and style. Electrical connections, wiring, junction boxes, and other similar devices should not be visible from pedestrian pathways or roadways.

Intensity. Internally-lit signs should not act as light fixtures or cause glare on nearby pathways or roadways.

Maintenance. Signs should be located where they can be easily maintained. Non-functioning bulbs should be replaced immediately.



An effective use of individual internally-lit letters to create a simple identity for a commercial building.



The sign's dark background and light lettering emphasize the bank's name while minimizing glare.



This overscaled sign acts as a light fixture, contributing to skyglow.



This message of the sign should be translucent, and not the white background as in this example.