

CHAPTER FIVE: SIGNAGE

- 5.0.01 All signage must meet the criteria established by the City's Sign Ordinance, Section 714 of the City Code of Marietta.
- 5.0.02 Signs should be constructed of materials that are appropriate to the district.
- 5.0.03 The use of plywood signs is not encouraged.
- 5.0.04 Signage located on a property that has been rehabilitated from a residence to a nonresidential use should be placed in a way to create a minimum impact to historic materials and should be reversible. Signage should not overwhelm the former residence visually or obstruct any character-defining details of the former residence.
- 5.0.05 Signs should be subordinate and complementary to the building.
- 5.0.06 Multi-tenant buildings that share a common entrance are encouraged to use a single common wall sign whenever feasible (see Figure 5.03).

5.1 Location & Size

- 5.1.01 Signage should be located so that defining features of the building are not obscured.
- 5.1.02 Traditional placement is encouraged (i.e. sign on glass, transom, under canopy sign, or directly placed on the awning).



Figure 5.01: This sign for 40 South Park Square is appropriately scaled for a residential resource that has been adapted for office use.

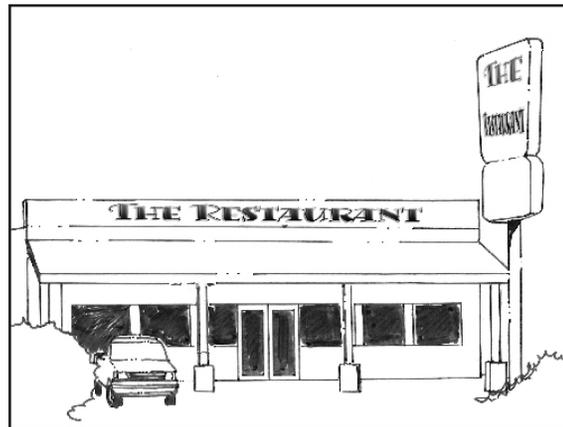


Figure 5.02: In this sketch the sign for this commercial resource is out of proportion to the building.



Figure 5.03: This wall sign for 58 South Park Square is utilized to identify multiple businesses that is located within the building.



Figure 5.04: The “Monkey Barrel” sign, found in Gainesville, Georgia, is an example of an exposed neon tubing sign that is not permitted within the District.



Figure 5.05: This “Open” sign is permitted within the District only. The use of exposed neon tubing for any other sign is not permitted.

- 5.1.03 Signage should be pedestrian-scaled.
- 5.1.04 Signs on windows or exterior should avoid a cluttered appearance.

5.2 Lettering

- 5.2.01 Lettering and graphics on signs should be engraved, etched, painted to the sign base, or have vinyl lettering that is “plotter cut” and of premium “cast” high performance vinyl (life expectancy of eight (8) years).
- 5.2.02 Lettering and graphics should not bleed to the edge of the sign. A border free of graphics and lettering around the edge of the sign is recommended.

5.3 Color

- 5.3.01 A maximum of three colors plus either black or white is encouraged for each sign.
- 5.3.02 Appropriate colors for the district are found in Chapter Seven of this document.

5.4 Lighting

- 5.4.01 Electronic message boards are not encouraged and will be determined on a case-by-case basis
- 5.4.02 The use of exposed neon tubing or neon lights for signs is not encouraged unless it is historically significant.



Figure 5.06: This shop utilizes its display window for signage. The percentage of glass to sign is the largest that should be used in the District.



Figure 5.07 This sign is appropriately scaled to pedestrians and is visible to drivers.

5.5 Awnings

5.5.01 Awnings should be mounted in locations that respect the design of the building and do not obscure ornamental features over storefronts (i.e. rooflines, arches, materials, banding).

5.5.02 Awning colors should enhance and complement the building and adjacent awnings, rather than overwhelm the building scheme. Colors should not call more attention to the awning than the building.

5.5.03 Awnings are preferred to be a solid color. If stripes are used, subtle or muted colors are preferred. Striped awnings with highly contrasting, bright colors may be construed as visually blaring and inappropriate.



Figure 5.08: In this picture, the vibrancy of the awning overwhelms all other design elements and takes away from overall aesthetics.



Figure 5.09: While stripes are not preferred, the above design uses muted and complementary colors to enhance the storefront.