

BALDWIN PARK

Village Center Sign Design Guidelines

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VILLAGE CENTER SIGN DESIGN GUIDELINES

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Sign Overview

- All sign standards not addressed in the Baldwin Park Village Center Sign Design Guidelines shall defer to standards in Chapter 64 of the Land Development Code for the AC-2/T zoning district.
- All signs should be architecturally integrated with their surroundings in terms of size, shape, color texture, and lighting so that they are complementary to the overall design of the buildings.
- Signs should reflect the character of the building and its use.
- Signs should respect the immediate context of the building's location and the overall character of Baldwin Park Village Center.
- Signs should enhance the primary design elements or unique architectural features of buildings.
- Signs should be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience.
- Signs should not cover or obscure architectural features of buildings.
- Consideration of the layout and shape of architectural features of the building is necessary when determining the size and location of a sign.

Multiple Signs

It is necessary for each business that displays more than one exterior sign to implement an exterior sign program. Sign programs serve to create a coordinated project theme of uniform design elements including color, lettering style, material, and placement. Each business should have a consistent palette of signs that are designed in a similar character and style. The sign program should require approval from the Baldwin Park Development Company prior to installation.



Typeface and artwork should be consistent in color, material, style and overall aesthetic from sign to sign. This creates a recognizable consistency and unified appearance.



example: Sign types that promote activity



example: Stylized gilding and typography



example: Sign that complements building architecture

Maximum Allowable Copy Area

Within the Village Center, the maximum allowable copy area shall be 2 SF per linear foot of primary business site building frontage plus 1 SF per linear foot of secondary frontage for corner lots. Primary frontage shall be the narrow dimension of the primary business site building facing a street, park or plaza.

Permitted Sign Matrix

Premises Frontage (Linear Feet)	Calculation Type A Max Permitted Sign Area (Square Feet)
8	16
10	20
12	24
14	28
16	32
18	36
20	40
22	44
24	48
26	52
28	56
30	60
32	64
34	68
36	72
38	76
40	80
42	84
44	88
46	92
48	96
50	100
52	104
54	108
56	112
58	116
60	120
62	124
64	128
66	132
68	136
70	140
72	144
74	148
76	152
78	156
80	160
82	164
84	168
86	172
88	176
90	180

Placement

- There shall not be any repetitious signage information on the same building frontage.
- To minimize irreversible damage to masonry, when possible, mounting and supports shall be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
- Signs on the upper façade of multistory buildings shall be permitted for ground floor tenants.
- The size of a sign may be in proportion to the size of their location; and may not be greater than the allowable square footage as indicated in the Permitted Sign Area section of this guideline, located on page 3.
- Any signage placed higher than 30' above ground level (high-rise sign) or facing Lake Baldwin shall be illuminated only by projecting light fixtures (i.e. gooseneck) or internally lit reverse channel letters to minimize impacts on residential units.
- High Rise signs shall be located only directly above the retail or office space of a building.
- Upper story window signs may not be permitted.



Projecting Sign "Icon"

Design & Materials

- Internally lit plastic letters and plastic box signs are not permitted.
- Allowable sign copy area shall be 2 square feet per linear foot of primary business frontage plus 1 square foot per linear foot of secondary frontage for corner lots.
- Exterior materials, finishes, and colors should complement those of the building or structures on site.
- Signs may be professionally constructed using only high-quality materials including: metal, stone, hard wood, brass-plated, and exposed neon.
- The colors and lettering styles may compliment the building façade and harmonize with neighboring businesses.
- Exposed neon tubing may be used in conjunction with other types of materials to artistically emphasize the business name and/or logo.

Sign Message

- Primary signs (those containing the most square footage) shall contain only the name of the business and/or its logo. Secondary text identifies products and should be located in a secondary location.
- Vendor signage shall be prohibited in the Village Center.
- Modifications to logos and corporate identifiers may be required to fit attractively in the space provided.
- Sign typeface may be selected to provide both legibility and artistic integrity.



Back-lit Illumination

Sign Lighting

- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are permitted for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.
- Signs that use blinking or flashing lights shall not be permitted.
- Single faced illuminated signs shall not be permitted.
- Visible raceways and transformers shall be prohibited. Sign installation details should clearly indicate the location of the transformer and other mechanical equipment.
- White is the only light color permitted within the Village Center for illuminating a sign, excluding neon.
- Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.
- The Baldwin Park Development Company has the authority to make any revisions to illumination and lighting fixtures on a case by case basis.



Wall Sign - Dimensional Relief

Sign Types

Projecting Signs are affixed to the face of a building or structure and project in a perpendicular manner more than 12 inches from the wall surface to which it is mounted. Projecting signs are encouraged and should be carefully designed to reflect the character of each building and business as well as fitting comfortably with other adjacent signage.

- Projecting signs shall appear on the upper facade of multi-story buildings advertising ground floor tenants.
- Projecting signs shall provide a vertical clearance of 9 feet along pedestrian areas.
- The design of the sign should consider visually interesting elements such as square or rectangular shapes painted, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- Projecting signs should be oriented to pedestrians passing on the sidewalk in front of the buildings or the under arcade rather than to automobiles or pedestrians on the far side of the street.

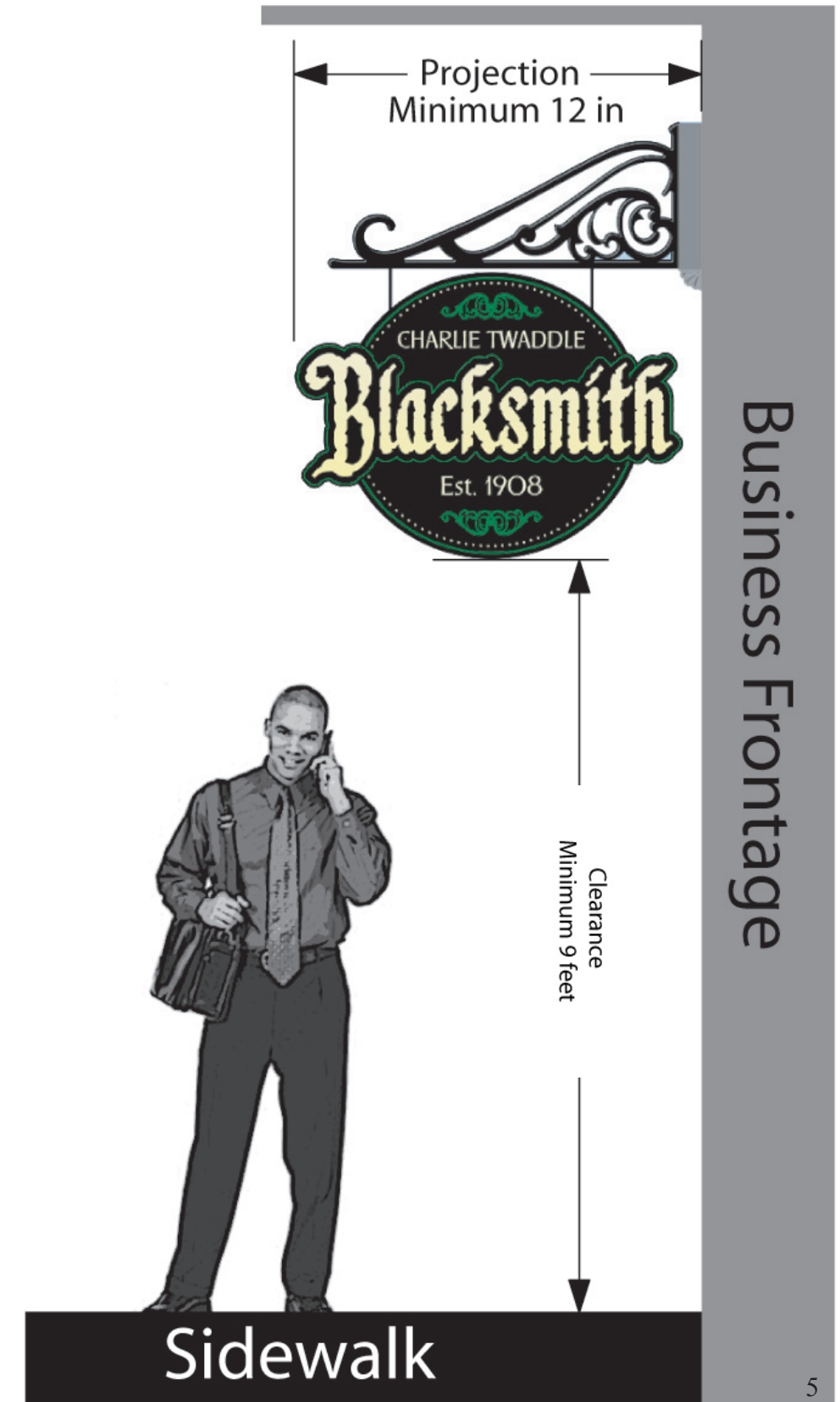


Projecting Sign "Icon"

- Projecting signs are to be designed with a clearly defined edge, provide dimensional shadow relief, and a substantial appearance. For this reason, non-dimensional signs are discouraged.
- Mounting hardware and brackets may be an attractive and integral part of the sign design. Added decorative hardware elements are generally appropriate for these signs. However, metal brackets of a more decorative and complex shape are encouraged to add to the character of the building.



Projecting Sign "Icon"



Wall Signs are signs mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.

- Wall signs shall be located on the upper portion of the storefront, within or just above the enframed storefront opening. The length of the sign should not exceed the width of the enframed storefront. Wall signs should be placed within a designated Master Sign Schedule location.
- Wall signs shall be oriented toward automobiles or pedestrians on the far side of the street.
- Wall signs should be mounted in locations that respect the design of a building, including the arrangement of bays and openings.
- Signs should not obscure windows and ornamental features. Typically, wall signs should be centered on horizontal surfaces (i.e., over a storefront opening).

- Wall signs should be designed to be compatible with the storefront in scale, proportions, and color.
- Wall signs are to be designed with a clearly defined edge, provide dimensional shadow relief, and a substantial appearance. This effect is generally difficult to achieve in a non-dimensional sign. For this reason, non-dimensional signs are discouraged.



Walls



Wall Signs



Wall Signs



Wall Sign

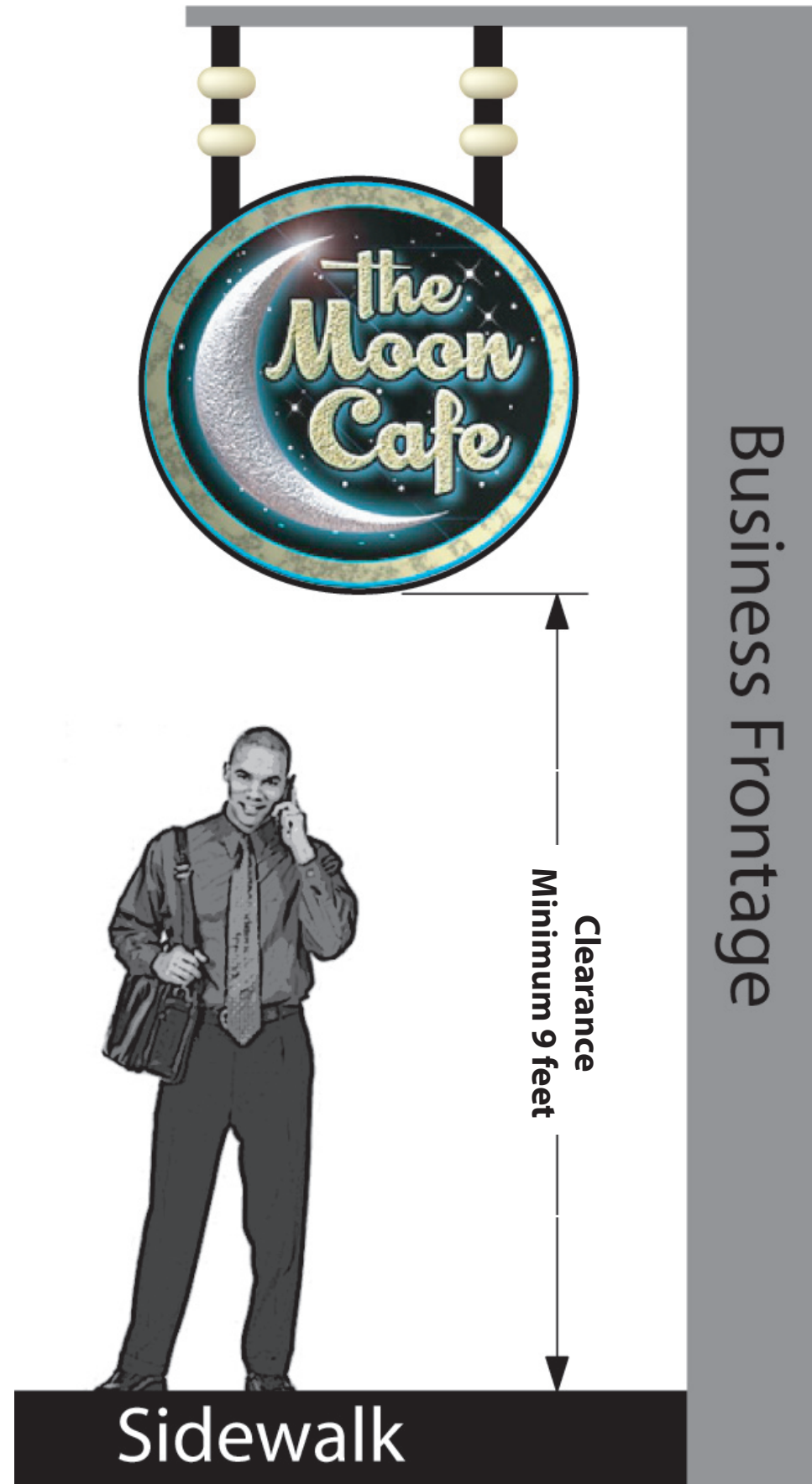


Hanging Signs are similar to Projecting Signs except that they are suspended under a canopy or attached to a ceiling. Hanging signs are generally smaller than Projecting Signs due to their lower mounting height.

- Hanging signs shall be used only at ground floor locations.
- Hanging signs shall be small in scale and provide a vertical clearance of 9 feet along pedestrian areas.
- Hanging signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street.
- The design of the sign should consider visually interesting elements such as square or rectangular shapes painted, two or three dimensional symbols or icons, irregular outlines, and/or internal cut-outs.
- Hanging signs are to be designed with a clearly defined edge, provide dimensional shadow relief, and a substantial appearance. This effect is generally difficult to achieve in a non-dimensional sign. For this reason, non-dimensional signs are discouraged.
- Mounting hardware and brackets should be an attractive and integral part of the sign design. Added decorative hardware elements are generally appropriate for these signs. However, metal brackets of a more decorative and complex shape are encouraged to add to the character of the building.



Hanging Sign



Awning & Canopy Signs are signs that are printed on, painted on, or attached to an awning or canopy above a business door or window. They generally serve to bring color to the shopping environment and are oriented toward pedestrians from the opposite side of the street.

- Sign lettering and/or logo shall comprise no more than 30% of the total exterior surface of an awning or canopy.
- Awnings and canopies must be permanently attached to buildings.
- The minimum height of awnings shall be 9 feet from the lowest point to the sidewalk.
- Awnings and canopies shall be mounted on the horizontal framing element separating the storefront window from the transom (a crosspiece separating a doorway from a window).
- Awnings shall be designed to project over individual window and door openings and not project as a single continuous feature extending over masonry piers or arches.
- Awnings with backlit graphics or other kinds of interior illumination shall not be permitted.
- Open-ended awnings are preferred.
- Matte finish canvas, glass, or metal are appropriate materials for awnings or canopies.
- Awnings with a solid color are preferred. Striped awnings are not permitted. Awnings with highly contrasting, bright colors may be visually blaring and inappropriate.
- The Baldwin Park Development Company has the authority to prohibit color choice to protect aesthetic integrity of the building and Village Center.

Window Signs are signs that are painted, posted, displayed, or etched on an interior translucent or transparent surface, including windows or doors. This type of signage generally contains only text but in some circumstances can express a special business personality through graphic logos or images combined with color. Any advertising display located within 24” of a business window or door is considered a window sign.

- Window signs shall not exceed 10% of a single windowpane so that visibility into and out of the window is not obscured.
- Sign copy shall not exceed 8 inches in height.
- Window signs shall be created from high quality materials including paint, gold leaf, or vinyl.
- Window signs shall be applied as to conceal all mounting hardware and equipment. Display options of window graphics should include framing, channel, ring, strap or flat surface sign holders. The use of suction and adhesives for sign mounting is prohibited.
- Window signs and temporary signs combined shall not be permitted to obscure more than 10% of ground floor street-side building transparency for all commercial buildings along New Broad Street, Meeting Place Prospect Avenue and Jake Street within Blocks C and D.
- Recommended techniques for window signs include sandblasting, gilded or etched glass.
- Electronic signage including neon and LED may be prohibited as window signage.
- Well-designed window graphics should be used in the construction of the sign to attract attention but still allow pedestrians to view store interiors.

Restaurant Menu Box Signs are signs that incorporate a menu containing a listing of products and prices offered by the business. Such signs facilitate the customer in locating a restaurant in which to patronize. Therefore, prominently displayed menus with prices and other important information can help the customer in making this decision.

- Restaurant menu signs shall be located in a permanently mounted display box on the surface of the building within 8 feet to the entry. Taping a menu to a box is not an appropriate menu sign.
- Restaurant menu signs shall be provided for all restaurants with table service.
- Restaurant menu signs are not included in the calculation of maximum sign area.
- The allowable area for restaurant menu signs shall be a maximum of 4 square feet.
- High quality materials and artistic designs should be used in the construction of menu signs.
- Restaurant menu signs should be appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.

Menu Board/Street Art Signs are designed to stand on their own either on public or private property. Such signs are portable and are usually placed along public sidewalks to attract pedestrians into shopping areas.

- Menu board/street art signs are permitted in the Village Center area only and should advertise only the business which it is on display.
- Menu board/street art signs shall be located in front of the business and clearly display the business name and address on the sign.
- Menu board/street art signs shall be removed at the end of the business day.

• Glass, breakable materials, paper, laminated paper, vinyl, plastic, PVC pipe frames, or illumination shall not be permitted materials for menu board/street art signs.

- Menu board/street art signs designs shall be uncluttered, with a maximum of 20 words. Logos and graphics are encouraged. The sign lettering should be between 2-4 inches high.
- Menu board/street art signs shall not be permanently affixed to any object, structure, or the ground.
- The maximum sign area per menu board/street art sign is 8 square feet. Sign and copy area is calculated on one side only.
- The maximum size for a rectangular menu board/street art sign is 4 feet in height and 2 feet in width. Rectangular signs are required to have an open base, either with wooden cutouts or legs.
- The maximum size for shaped silhouette menu board/street art signs is 5 feet in height and 3 feet in width, provided the maximum sign area is not exceeded.
- Menu board/street art signs may be constructed using one of the following durable materials: wooden or metal signs suspended from a wire frame, wooden A-Frame signs with open bases, or shaped silhouette signs made of plywood, metal, or similar wood-like material that can withstand various weather conditions.

• Freestanding Menu Boards/Street Art Signs shall count towards the maximum allowable copy area and shall generally comply with LDC Section 64.228(d). The restaurant menu signs permanently mounted to the building are not required to count towards the maximum allowable copy area.

Temporary Signs can take the form of banners, window graphics, or as cards integrated with a window display. Temporary signs may contain written messages and should use a simple font that is easy to read.

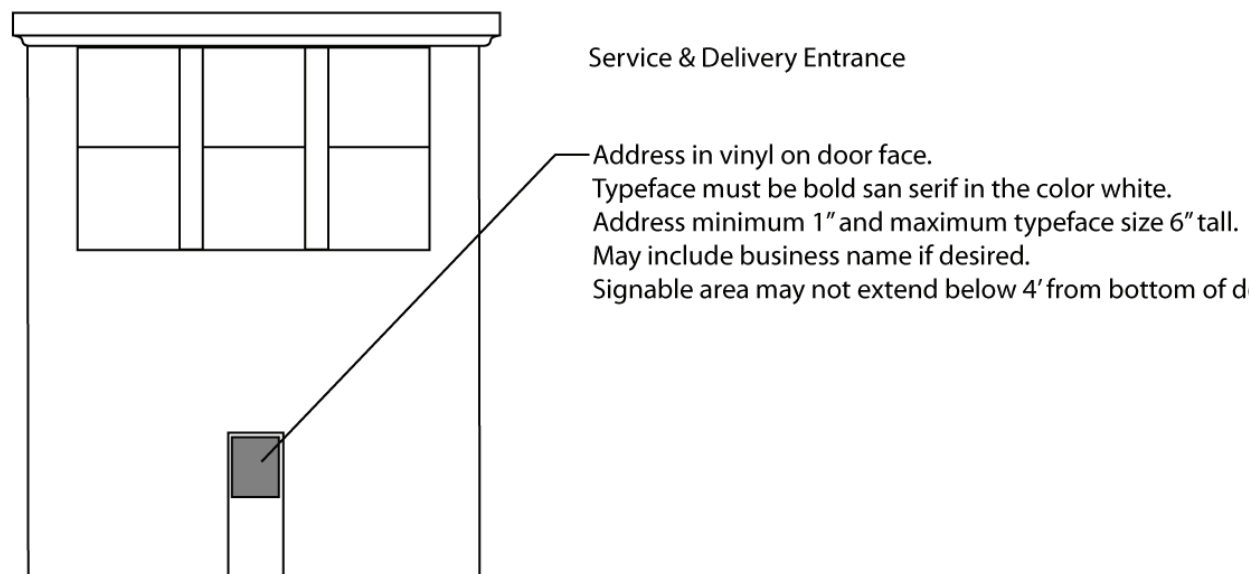
- Temporary signs shall not cover more than 10% of the total window pane and door sign area visible from the exterior. The 10% should not exceed the total glass area calculated for both unattached & temporary window signs.

- Temporary signs shall be allowed on the interior of the business establishment only.
- Temporary signs shall be permitted to contain no more than 5 square feet of text and should not exceed 10 square feet in size.
- Temporary signs shall be made of durable materials and shall not incorporate fluorescent or intensely bright colors.
- Temporary signs shall be carefully designed and constructed, as they reflect on the quality of the business.
- Temporary signs shall be displayed totaling no more than thirty days in a calendar year.
- Temporary signs applied to the window should adhere to the mounting guidelines established in the window sign section.

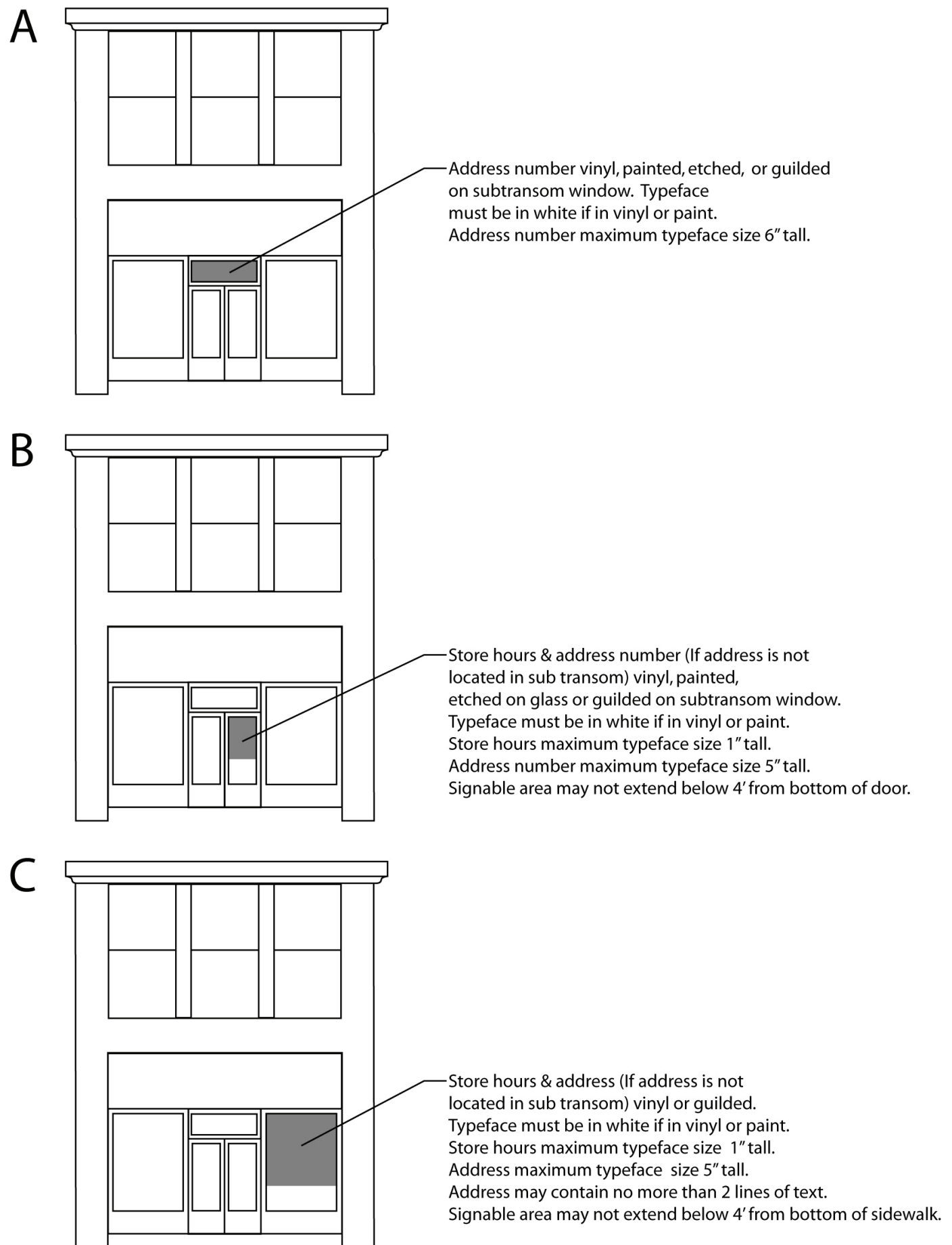
Hours and Address

The diagrams provide varied ways in which to identify a store, within the immediate area of the storefront. These diagrams have been developed to provide greater freedom of expression in storefront identification, while at the same time creating a simple, contemporary signing methodology. For hours and address choose one of the following: A and B; A and C; B or C.

Service and Delivery Placement



Hours and Address Placement



Baldwin Park Development Company Approval Prerequisite

(A) Application Requirements. Without exception, all permanent signs, wall mounted, temporary, and sandwich board signs must submit an master design package for review and approval by the Appearance Review Board.

- a) Submittal should include 4 sets of the proposed sign permit application.
- b) Submittal should include 4 sets of full color 'to-scale' sketches of the proposed signs, displaying elevation and plan views, including materials, lighting, size, shape, design of all elements of the sign.
- c) Submittal should clearly illustrate the location of all signs in relation to the site plan, buildings, right-of-way, and property lines. (Show building dimensions)
- d) Additional submittal requirements may be requested at the discretion of the Village Center Appearance Review Board or his or her designee.

(B) Review Criteria. The purpose and intent of the review should be to encourage uniform architectural standards and cohesive community development consistent with the purpose, intent and scope of this article. The Appearance Review Board may approve, approve with conditions, request modifications, or disapprove the issuance of a sign permit after consideration of the following criteria.

- a) The proposed sign(s) are in conformity with good taste; good design, and in general contributes to the image of the Village Center as a place of beauty, character, harmony, taste, and high quality.
- b) The proposed sign(s) should be consistent and compatible with the color, materials, design of the on-site buildings.
- c) The proposed signs(s) should be scaled and located consistent with the scale of the lot and the massing of the building(s), with consideration of legibility of copy area.
- d) The proposed sign(s) should be consistent and compatible with the color, materials, design of the adjacent surrounding buildings and Village Center as a whole.
- e) The proposed sign(s) should present a consistent and cohesive master design package, incorporating all site

signage in similar color, materials, type-face, copy area, theme or design.

- f) The proposed sign(s) are in conformity with the standards of this design guideline and other applicable ordinances insofar as the size, height, location and appearance of the sign(s) involved.

(C) Submittal Review. All applications submitted should be reviewed and any recommended modifications should be submitted in writing within 15 days of submittal, provided all necessary information has been submitted.

(D) Process. The Baldwin Park Development Company should meet as required in order to consider applications pending without unnecessary delay.

**SIGN PERMIT APPLICATION
BALDWIN PARK DEVELOPMENT COMPANY**

Owner: _____

Mailing Address: _____

Phone: _____

Building Address

of Sign Location: _____

Type of Sign(s): _____

Signature of Applicant or Authorized Agent

Date: _____

CHECKLIST

DATE SUBMITTED

NOTES

APPROVED (DATE)

**ADDITIONAL INFORMATION
REQUIRED**

The following submittals are required for review by the Architectural Review Board Committee:

- | | | | |
|-------|-------|----|---|
| _____ | _____ | A. | The proposed sign permit application |
| _____ | _____ | B. | Full color 'to scale' sketches of the proposed signs, including materials, lighting, size, shape, wording, design of all elements of the sign.
(Views from front and side) |
| _____ | _____ | C. | Illustrate the sign locations in relation to the site plan, buildings, right-of-way, and property lines. (Show building dimensions) |
| _____ | _____ | D. | Specify the type of frontage the proposed sign(s) is located. |