



Sign Manual

Table of Contents

Purpose.....	1
Definitions/uses.....	2
General Regulations.....	13
Items of Information Allowed.....	16
Typography.....	18
Color.....	23
Design Advisory Committee.....	24

EXHIBIT D

Manual for Private Signs

A Technical Assistance Guide

Prepared for the Salem Redevelopment Authority

by Jimbaldwin Graphics

2 Park Square

Boston, Massachusetts

May 1, 1973

I. The purpose of this manual is to create the framework for a comprehensive but balanced system of regulations for private sign design within Heritage Plaza East and thereby facilitate an easy and pleasant communication between the people of Salem and their environment.

With this purpose in mind, it is the intention of the manual to authorize signs which will:

1. Bring a visual vitality to the area through good graphics.
2. Be compatible with the architecture of the building and its surroundings.
3. Be appropriate to the type of activity to which they pertain.
4. Be legible in the circumstances in which they are seen.
5. Provide motivation for the rest of the City of Salem to collectively determine policies for private signing in other areas.

II. Definition/uses

A. Sign

A sign is any letters, pictorial representation, symbol, flag, emblem, object, or combination of these, illuminated or not illuminated which can be seen from the right of way of a sidewalk, walkway, street or highway, designed to convey or direct a message to the public concerning the identification of the premises or to advertise or promote the interests of any private or public firm, person or organization. This is to include all signs other than public information or directional signs.

B. Sign Area (surface area of a sign)

The surface area of any sign is the area of the smallest plane geometric figure which encompasses the facing of a sign, including copy, representations, emblems, or other figures, together with the background color and borders.

1. In calculating the area of a sign the following shall apply:

- a. Only one side of a hanging or projecting sign (double faced) shall be included in calculating surface area.
- b. For irregular shaped signs the area to be calculated shall be that of the smallest plane geometric figure that will wholly contain the sign.

c. Structural members bearing no copy shall not be included.

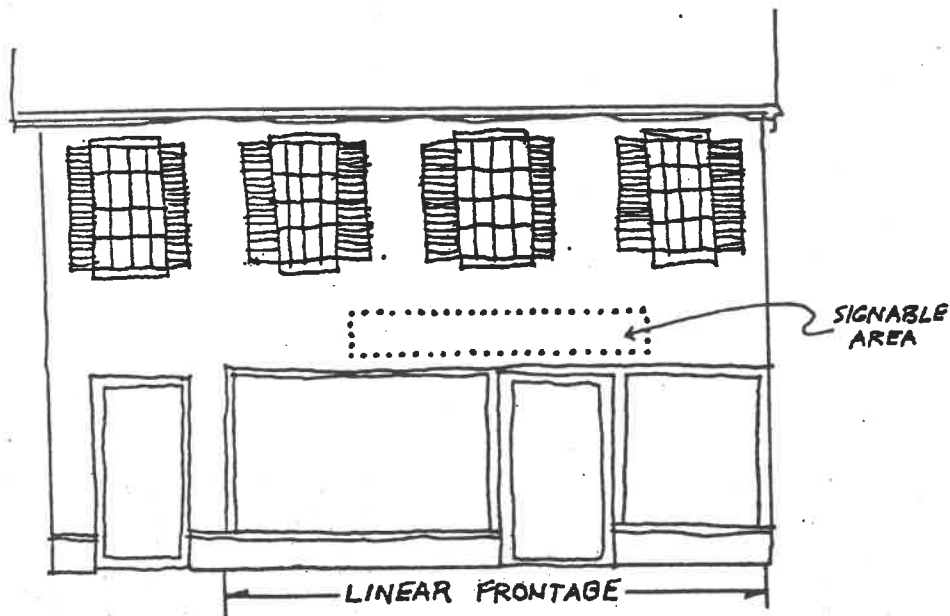
C. Sign, free standing

Any sign structurally separate from the building; being supported on itself or on a standard or legs. This type of sign shall not be allowed within the project in the form of a private sign, except existing well-known landmarks. ie: Almy's free standing sidewalk clock.

D. Sign, wall

A sign painted on, incorporated in, or affixed to the building wall. Also any sign consisting of cut-out letters or devices affixed to the building wall with no background defined but the building wall itself.

1. A wall sign may be attached flat or pinned away from a wall but shall not project from a wall more than eight (8) inches.
2. The area of the sign on a wall, or "signable area", shall be a continuous portion of a building facade unbroken by doors or windows. This area shall be calculated by:
 - a. Selecting the wall facing the street or public right-of way.
 - b. Measuring the linear frontage of this wall.
 - c. Computing one square foot for each linear foot and drawing an imaginary rectangle on the facade of the building.



(Calculating signable area for a wall sign)

3. A wall sign, including copy and background shall be no greater than the maximum percentage of signable area allowed.
4. When using only cut-out letters or three-dimensional letters the area encompassed by the smallest geometric figure enclosing the letters and their spacing is assessed against the signable area.
5. No wall sign shall violate the architecture of the building to which it is attached and shall not obscure the definition of two separate planes, structural elements or major building subdivisions.
6. A wall sign shall not extend above the roof line on any building.
7. The height of a wall sign or individual cut-out letters when placed between second story windows may not exceed two thirds the height of the window.

E. Historic Building Sign

A historic building sign shall identify a structure of historic interest. It shall not exceed six (6) square feet in overall size and shall be in the form of a wall sign only. This type of sign shall be constructed of a lasting material, shall be excluded from regular sign limitations and restrictions, and shall not be debited against the items of information allowed.

F. Sign, window.

A window sign is a permanent sign on the surface of or inside a display window.

1. A window sign shall not cover more than twenty percent (20%) of the display window area.
2. When lettering in such a display window is over two (2") inches in height, it is debited against the total items of information allowed.

G..Sign, projecting (ahanging sign)

Any sign supported by a building wall and projecting more than eight inches (8") from it shall be a projecting sign.

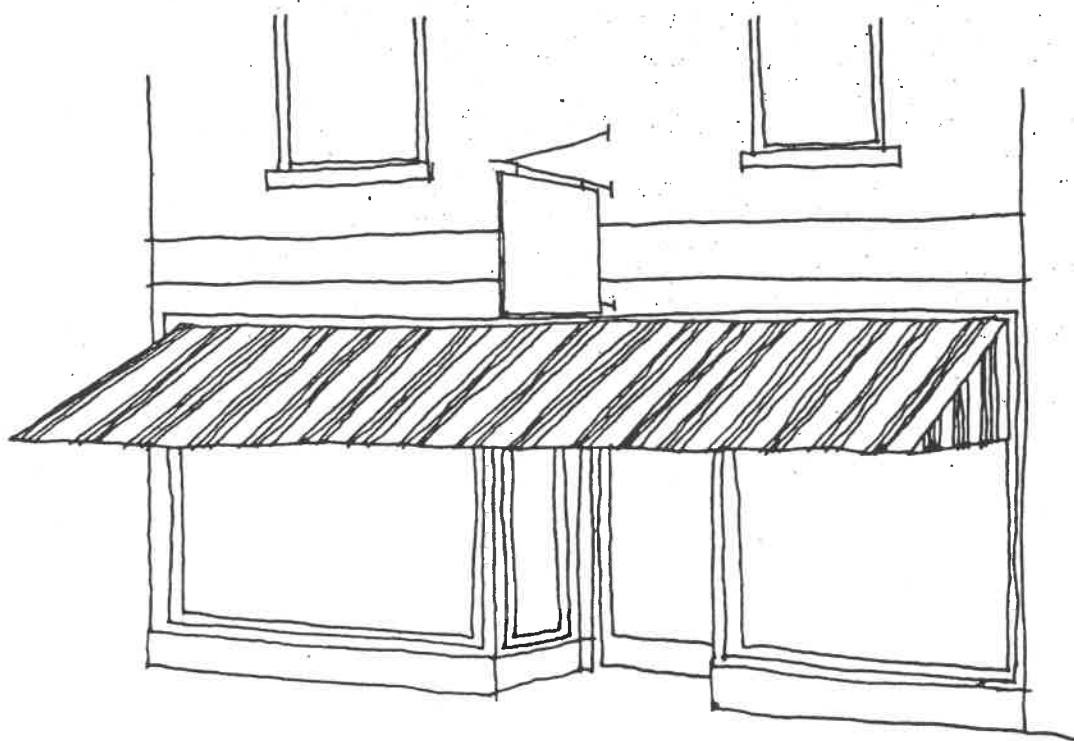
1. A projecting sign or hanging sign shall not project more than four feet, eight inches (4' 8") from a building, or not less than three feet (3') from the vertical plane formed by the curb or two-thirds the width of the sidewalk, whichever is less.
2. A projecting or hanging sign shall clear the ground by no less than eight feet. It may extend upwards to a point

even with the windowsills of the second story only, unless it pertains to a 2nd floor occupant in which case it may extend upwards from a point even with the window of the second story no higher than 2/3rds the height of the window.

Structural materials bearing no copy shall not be included in calculating the vertical height of the sign.

3. A projecting or hanging sign shall hang a distance of no less than eight inches (8") from the wall and shall be pinned stationary.

4. Angular projection at the corner of a building shall not be allowed and all projecting signs shall attach at right angles to the building.



(The projecting or hanging sign)

H. Sign, roof

A sign which is displayed above the eaves and under the roof line of a building is a roof sign. An above-roof sign is a sign displayed above the roof line.

Because roof signs and above-roof signs, including billboards, are intended to be read from great distances, they cannot function properly and are not allowed within the project area.

I. Sign, flashing

Any sign that is or has a source of light which is intermittently on and off is a flashing sign.

There shall be no sign or light that will flash, move or make noise. Illuminated signs using the colors of the traffic regulatory system (red, yellow, green) and words such as "STOP", "LOOK", "DANGER", "GO" which may confuse or mislead a driver are not allowed. Indicators of time and temperature may move.

J. Mechanical movement

Referring to animation, revolution, movement up and down, or movement sideways by mechanical means.

These may be allowed in any area where there is a concentration within a radius of one hundred twenty feet (120) of entertainment and eating and drinking establishments.

K. Sign illumination

All signs shall be illuminated only by a steady, stationary and shielded light source. It shall be directed only at the sign or emanate from internal means without causing glare to motorists, pedestrians or neighboring premises.

1. Indirect - A light source not seen directly.

a. White is the only color of light permitted except for entertainment, recreation, eating, and drinking establishments.

2. Internal - A light source concealed or contained within the sign and which becomes visible in darkness through a translucent surface.

a. White is the only color of light permitted except for entertainment, recreation, eating, and drinking establishments.

3. Neon tube - A light source supplied by a glass tube bent to form letters and symbols or other shapes.

a. The use of neon signs is prohibited except for entertainment, recreation, eating, drinking, hotels, and lodging establishments.

4. Flame - A light source obtained through the use of a burning gas.

a. Restricted to the same use as neon.

5. Bare bulb illumination - Unshaded light bulbs (either frosted or clear)

a. The use is prohibited except for eating, drinking, entertainment and recreation establishments. Maximum wattage of each bulb shall not be greater than 25 watts.

L. Awning, canopy

A roof-like covering or shelter extending over a walkway or place. Usually constructed of canvas.

1. Awnings are permitted for all activities in all areas.
2. Since the primary function of a canopy is protection from the weather between automobile and building, its use shall be restricted to those streets having vehicular traffic.
3. Awnings and canopies may extend to within one foot of the vertical plane formed by the curb.
4. Any letters over two inches (2") in height which are displayed on an awning or canopy are debited against the items of information allowance. Only one side shall be included in calculating signable area. Lettering on awning skirts must not exceed two-thirds ($2/3$) the height of the skirt. Lettering or symbols on the top of all awnings shall not exceed twenty-five (25%) per cent of the total area.

M. Time and temperature sign

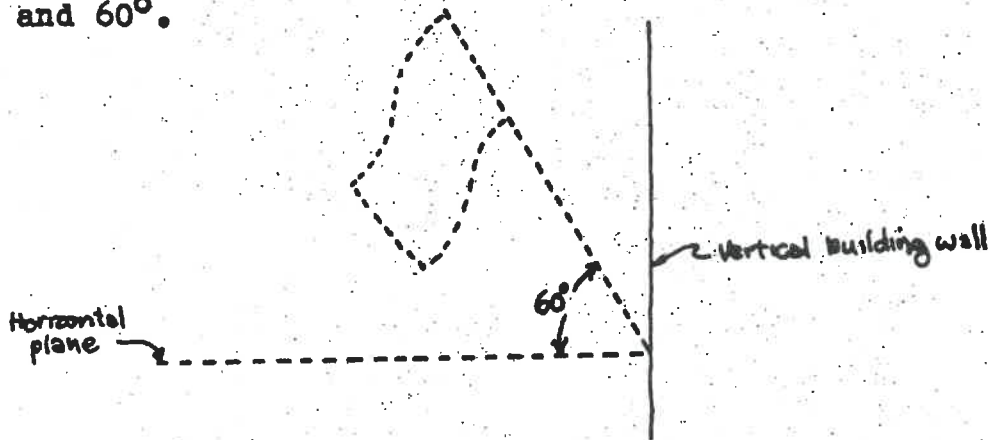
An electronic device which through a series of lighted lamps intermittently displays the current time or temperature.

1. Time and temperature devices are permitted for all activities in all areas except for properties originally acquired by the Authority for preservation of their architectural and historic value.
2. Time and temperature devices may be projecting or attached to the wall and are subject to the regulations applicable to projecting and wall signs.

N. Banners and pennants

A special sort of projecting sign, similiar to a flag in construction and material, usually containing symbolic design. Signs designed in the form of banners and pennants are allowed in all areas of the project.

1. Banners or pennants may be twice the size permitted for projecting signs.
2. All banner or pennant poles on one building shall be set at the same angle and shall be between the horizontal plane and 60° .



3. Banners and pennants may project six feet (6') or one third the width of the sidewalk, whichever is greater. This dimension shall include the space of at least one foot minimum between the vertical wall and the banner or pennant.
4. Banners and pennants may hang to within ten feet (10') of the ground level.
5. Banners and pennants used as temporary signs in the case of a special sale or civic event may be erected two weeks prior to the event and shall be removed promptly upon termination of the event.

0. Temporary signs

1. Window- A sign painted on or affixed to a window pertaining to special sales or events and not meant to be permanently displayed. Temporary window signs are permitted for all activities in all areas only if the sign pertains to a use conducted or goods available on the premises on which the sign is located. They may not exceed more than fifteen percent (15%) of the area of the window on which they are displayed. Temporary window signs are not debited against the items of information allowed.
2. Construction sign- A sign identifying parties involved in construction on the premises where the sign is located. This sign shall not advertise any product. It shall not be affixed to a premise for more than one year or the time it takes to construct, reconstruct, preserve, etc., a building it identifies, or which ever is shorter.
3. Real estate sign- A sign pertaining to the sale, rental or lease of the premises on which it is displayed.
 - a. Each property shall be limited to not more than two unlighted real estate signs on any one facade.
 - b. The real estate sign shall not be larger than a total of two and one-half square feet ($2\frac{1}{2}$ sq. ft.). A standard press sheet accommodating this is 19"x25".
 - c. All real estate signs shall be removed within seven days after the sale, rental or lease.
4. Event sign- An event sign is a poster type sign that announces an off premise civic, educational, philanthropic, political or religious drive or event.

a. Event signs shall not be allowed on private property where they are to be seen from the right-of-way of a sidewalk, walkway or street. The display of such signs shall be limited to public information centers or kiosks placed in areas expressly for this purpose.

III. General Regulations

- A. No private sign shall be allowed except as permitted by this manual and approved by the Salem Redevelopment Authority, upon appropriate recommendation of the Authority's Design Advisory Committee.
- B. All signs shall require a sign permit and it shall be against the regulations of this manual to erect, construct, reconstruct, alter, paint, repaint or change the use of any sign without first obtaining a permit.
 - 1. Three (3) copies of scale drawings and photographs or information pertaining to the design and positioning of the proposed sign shall accompany the application.
 - 2. Fees for sign permits shall be as fixed from time to time by the building inspector.
 - 3. The sign permit shall not be required for temporary signs such as real estate, temporary window display or construction signs.
- C. A permit shall not be required to repaint any sign exactly as it was previous to the adoption of this manual only if the sign conforms to all specifications.
- D. No sign shall be allowed to violate the architecture of the building to which it is attached.
- E. Lettering on any sign shall not read vertically.
- F. Signs shall be maintained in good repair at all times.
- G. Advertising signs and off premises advertising signs shall not be allowed except in or on special locations designated

by the Salem Redevelopment Authority.

H. Each ground floor establishment may have one sign oriented to each street or public right-of-way on which the premises has frontage, identifying its predominant use. Two signs shall be permitted only if one contains no letters and consists solely of a symbol or is a three dimensional representation of an object, or if one consists of an awning or canopy.

I. Multiple Occupancy Above Ground Floor

1. No advertising sign or symbol shall be painted or affixed to any window area above the ground floor of any building.

2. When one or two occupants have premises on the second floor, each establishment may have one sign oriented to each street or public right-of-way on which the premises has frontage, identifying its predominant use. Each second floor user shall be limited to either a wall sign or projecting sign at the second floor level, the size of which shall be limited to a pro-rata square footage based on individual premise exposure on street frontage. If a second floor occupant wishes to identify himself at the first floor level he shall be limited to a wall sign, placed adjacent to the common entrance, not to exceed one square foot per occupant.

3. When more than two occupants have offices above the first floor in any building, their identification may appear on one directory in the form of a wall sign of no more than five square feet in size affixed to the outside of the building adjacent to the common entryway used by the occupants.

4. An above ground floor occupancy sign shall not be debited against the total items of information allowance for the ground floor establishment.

J. Trademark or brand name.

The trademark or brand name or other advertising device of a specific commodity shall not be allowed on any sign except where the sale of the specific commodity is the major business conducted on the premises.

K. Amortization

All nonconforming private signs shall be removed, changed or altered to conform to the regulations of this manual according to the following schedule:

ORIGINAL COST
OF SIGN

AMORTIZATION
PERIOD

Less than \$500.
\$500 to \$1000
\$1000 to \$3000
\$3000 to \$6000

6 months
12 months
24 months
48 months

1. If more than one sign permitted for an activity is or becomes nonconforming, the original cost of all the signs shall be aggregated for purposes of determining the applicable amortization period.
2. A private sign is or becomes "nonconforming" if it is not in conformance with the provisions of this manual on either of the following dates:
 - a. The date of original adoption, or
 - b. Any date on which this manual is amended.

IV. Items of information allowed

A major factor in street sign overload is that frequently the viewer is confronted with more items than his eye can see or his mind can process. Shops lose their individual identity by displaying too many signs and by allowing their nameboards to be used to advertise brand names. The function of a nameboard is to display the name of the shop and, where necessary, its trade.

The private sign system proposed here controls the amount of information each owner or shopfront can communicate. This is a matter of both the items of information and of size, height, and location of street signs or nameboards.

1. An item of information means any of the following:

A syllable of a word (excepting proper names which shall count as one item of information)

A number

An abbreviation

A symbol

A separate shape, geometric or free-form, including borders or color changes in a background.

2. Each first or second floor establishment is entitled to display up to ten (10) items of information on each street or public right-of-way to which it has access.

3. In computing items of information, the following is not to be included:

a. Lettering less than two inches (2") in height.

- b. Letters carved into or securely attached in such a way that they are an architectural detail of the building provided:
1. They are not illuminated apart from the building
 2. Are not made of reflecting materials
 3. Do not contrast sharply in color with the building
 4. They are in bas-relief
4. Provided the items of information allowance authorized by this section is not exceeded, private signs may be displayed as wall, window, or projecting signs within the limitations and restrictions as further provided by this manual.
5. Street address numbers shall not be included in the items of information allowance and their display is advised by this manual. They should be at least three inches (3") high and higher if necessary for legibility in the circumstances in which they are seen.

V. Typography

The aim of this following guide to type faces and letter forms is to provide a selection of well designed letter forms from which individual choice may be made. The intent of this manual is not to standardize letter forms or type faces but to set a standard in the use of letter forms and type faces.

It should be remembered that a nameboard serves to both identify and act as a permanent advertisement expressing the activity of the place and the goods sold. Therefore it is worthwhile and shall be necessary for each proprietor to consult a Graphic Designer or Commercial Artist in order to meet the requirements of this manual.

The selection of the following type faces does not necessarily apply to registered trade marks. However, the sizes and proportions of registered trade marks must conform to the requirements of this manual.

Every year many new letter forms are designed for type. Because of these constant additions the following list contains names of the more "classical" type faces. All are basic in design but, most important, are the source of design for many good contemporary faces available through typographic service companies and design studios.

A. The letter forms

1. The Serif letter form- usually referred to as "roman" type face:

Baskerville, Bookman, Caslon, Century, Cheltenham,

Garamond, Goudy, Optima, Palatino, Times Roman, Weiss

BASKERVILLE

BOOKMAN

CASLON

CENTURY

CHELTENHAM

GARAMOND

GOUDY

OPTIMA

PALATINO

TIMES ROMAN

WEISS

2. The Sans-Serif letter- usually referred to as a "Gothic" letter form:

Folio, Franklin Gothic, Futura, Helvetica, Kabel, News Gothic, Standard, Univers

FOLIO

FRANKLIN GOTHIC

FUTURA

HELVETICA

KABEL

NEWS GOTHIC

STANDARD

UNIVERS

3. The square serif letter- something of a combination of serif and sans-serif:

Clarendon, Egyptian, Stymie

CLARENDON
EGYPTIAN
STYMIE

B. A word about the letter forms

1. All of the letter forms are available in various weights.

That is, they all come in what is called a "normal", weight or thickness, a "light" weight and a "bold" weight. All letterforms are available in capital letters and lower case letters. The use of lower case should be used with discretion for reasons of legibility.

2. A script letterform is not included in the listing because of poor legibility. Most letter forms listed are also available in italics which imitate the script but are more legible and easier to read. However, these should be used with discretion.

C. Sizes and letter spacing

1. The size of the primary letter forms of any nameboard should not exceed one half ($\frac{1}{2}$) the height of the sign area and preferably should be one-third ($\frac{1}{3}$) the height of the sign area.
2. All letter forms listed are suitable for painting directly or used as three dimensional letters in some lasting material.
3. The spacing between any letters of a word on any sign should never exceed the width of the average letter used. "Tight" letter spacing is not recommended because it is not easy to read at a distance.

VI. Color

The primary consideration in designing a sign is legibility. Color is often directly responsible for legibility. Thorough studies have been made on color and visibility and an important conclusion applicable here is that the combination of a dark or strong background with white or contrasting color in letters or symbols is the most easily read in both daylight and at night.

The degree of contrast between the message and the sign background is the most important factor. Within this theory, many successful combinations may be produced by varying hues and intensities.

No restrictions will be set forth here as to the colors or the number of combinations that may be used in any sign. However, it is important to remember that color is most effective when used simply.

Sign colors should:

1. Enhance the legibility of the sign
2. Be compatible to the architecture of the building and its surroundings
3. Be appropriate to the type of activity to which the sign pertains

D. DESIGN REVIEW

Prior to commencement of construction, architectural drawings and specifications and site plans prepared by an architect and/or engineer licensed to practice in the Commonwealth of Massachusetts for the construction or rehabilitation of improvements on the land shall be submitted by the redevelopers to the Authority for review and approval to determine compliance of such drawings, specifications and plans with the Urban Renewal Plan. Said materials to be submitted 1) at the conclusion of the schematic design phase for preliminary approval and 2) at the completion of contract documents for final action.

It is expressly understood that approval of any plans by the Authority applies to any and all features shown thereon, and that any subsequent additions, deletions or other modifications thereof are required to be prepared by any licensed architect and/or engineer and submitted by the redeveloper for approval by the Authority before actual construction can begin and the construction of all improvements or rehabilitation shall be supervised by the architect and/or engineer who prepared such approved plans.

In its determination of conformance of redeveloper's proposals with the Plan, the Authority may seek the advice of design professionals and others competent to advise on aesthetic matters and/or compliance with the design intent of the Plan and shall appoint a Design Advisory Committee to assist in such deliberations, said Committee to consist of not less than three nor more than four persons, qualified by training, experience, background and/or demonstrated performance to advise on such matters.